



Textbook

Sustainable Marketing



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Ljubljana
March 2026

Original Title	Sustainable marketing
Prevod naslova	Trajnostno trženje
Editors	
Urednik	Sandi Knez (IBS Mednarodna poslovna šola Ljubljana)
Review	
Recenzija	Polona Šprajc Iztok Podbregar
Technical editor	
Tehnični urednik	Sanja Marđetko (IBS Mednarodna poslovna šola Ljubljana)
Graphic material	
Grafične priloge	Viri so lastni, razen če ni navedeno drugače. Avtorji prispevkov in Knez (urednik), 2026
Published by	IBS Mednarodna poslovna šola Ljubljana
Založnik	Dunajska cesta 177 1000 Ljubljana https://ibs.si ; info@ibs.si
Issued by	IBS Mednarodna poslovna šola Ljubljana
Izdajatelj	Dunajska cesta 177 1000 Ljubljana https://ibs.si ; info@ibs.si
Edition	First edition
Izdaja	Prva izdaja
Publication type	E-book
Vrsta publikacije	E-knjiga
Published	
Izdano	Ljubljana, marec 2026

ISBN 978-961-97265-2-5 (PDF)

Brezplačno

Price

Cena

Sandi Knez

For Publisher

Odgovorna oseba
založnika

Kataložni zapis o publikaciji (CIP) pripravili v Narodni in univerzitetni knjižnici v Ljubljani

[COBISS.SI](#)-ID [274231299](#)

ISBN 978-961-97265-2-5 (PDF)

Sustainable Marketing- PART 1

Introduction anecdote

As the world becomes increasingly aware of the environmental impact of human activity, sustainable practices are becoming a hot topic in virtually every industry. Marketing is no exception. Companies are looking for ways to promote their products and services in a way that is both profitable and environmentally friendly.

But it wasn't always this way. In fact, there was a time when marketing and sustainability were seen as mutually exclusive concepts. Marketers were focused solely on maximizing profits, often at the expense of the environment. It was a win-at-all-costs mentality that seemed to have little regard for the long-term consequences of their actions.

That all changed when a major global brand, known for its fast-food restaurants and iconic golden arches, found itself in the middle of a PR nightmare. It was the early 1990s, and environmental groups were protesting the company's use of Styrofoam containers, which were not biodegradable and posed a threat to the environment.

Rather than dismiss the protesters as a nuisance, the company's CEO took a different approach. He listened to their concerns and recognized that the company had a responsibility to be a good steward of the environment. He vowed to make changes that would reduce the company's environmental impact, including switching to more sustainable packaging materials.



The company's bold move caught the attention of consumers and the media alike. People were impressed by the company's willingness to listen to feedback and take action to address environmental concerns. And, perhaps most importantly, the company's sales remained strong, proving that sustainability and profitability were not mutually exclusive concepts.

This anecdote is just one example of how sustainability and marketing can work together to create a better world for all of us. In this book, we will explore the ways in which businesses can use sustainable marketing practices to promote their products and services in a way that is both profitable and environmentally responsible.

Brief intro with history of Sustainable Marketing

Sustainable marketing is a relatively recent concept that has emerged as a response to the growing concern about the negative impact of marketing practices on the environment, society, and economy. The origins of sustainable marketing can be traced back to the 1960s and 1970s, when environmental and social issues gained prominence in public discourse.

During this period, various social movements, including the civil rights movement, the feminist movement, and the environmental movement, challenged the status quo and demanded changes in the way society was organized. These movements highlighted the negative impact of industrialization and consumerism on the environment and called for a more sustainable approach to development.

As a response to these concerns, businesses started to adopt socially responsible practices, such as reducing their carbon footprint, minimizing waste, and using renewable energy sources. This shift towards sustainability was also reflected in marketing practices, with businesses promoting their environmentally friendly products and services to appeal to the growing number of socially conscious consumers.

However, it was not until the 1990s that sustainable marketing became a more established concept. The publication of the Brundtland Report, also known as *Our Common Future*, by the United Nations in 1987, brought sustainability to the forefront of global policy discussions. The report defined sustainable development as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs."



This definition had a significant impact on marketing, as it highlighted the need for businesses to adopt a long-term perspective and consider the environmental and social impact of their

activities. As a result, sustainable marketing became an essential part of corporate social responsibility (CSR) initiatives, with businesses integrating sustainability into their marketing strategies and messaging.

Today, sustainable marketing has become an increasingly important concept, as businesses face growing pressure from consumers, regulators, and investors to adopt sustainable practices. It is no longer enough for businesses to simply promote their environmentally friendly products and services; they must also demonstrate their commitment to sustainability through their entire value chain. This includes everything from sourcing materials and manufacturing processes to distribution and end-of-life disposal.

Overall, sustainable marketing represents a shift towards a more responsible and holistic approach to marketing, one that seeks to balance the economic, environmental, and social impacts of business activities.

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1 Understanding the Liaisons Between Sustainability and Marketing

1.1 Introduction

Sustainability and marketing are two crucial areas that have gained significant attention in recent years. Sustainability refers to the ability to meet the needs of the present without compromising the ability of future generations to meet their needs. Marketing, on the other hand, is the process of creating, communicating, and delivering value to customers. The connection between sustainability and marketing is evident, as organizations strive to deliver value to customers in a sustainable manner. This chapter aims to explore the liaisons between sustainability and marketing, the role of marketing in promoting sustainability, and the benefits of incorporating sustainable marketing strategies.



1.2 The Role of Marketing in Promoting Sustainability

Marketing plays a critical role in promoting sustainability by creating awareness among customers, encouraging responsible consumption, and promoting environmentally friendly products and services. Marketers can leverage various tools such as advertising, public relations, and social media to promote sustainability. For instance, advertising can be used to educate customers about the environmental impacts of their consumption choices and encourage them to choose eco-friendly products. Public relations can be used to showcase an organization's sustainability efforts and build its reputation as a socially responsible brand. Social media platforms can be used to engage with customers and promote sustainable practices.

1.3 Benefits of Incorporating Sustainable Marketing Strategies

Incorporating sustainable marketing strategies has numerous benefits for organizations, including improved reputation, increased customer loyalty, and reduced costs. Sustainable marketing can help organizations build a positive image and differentiate themselves from competitors. It can also help attract customers who value sustainability and are willing to pay more for eco-friendly products. Moreover, sustainable marketing can help organizations reduce costs by promoting efficient use of resources and minimizing waste.

1.4 Challenges of Implementing Sustainable Marketing Strategies

Despite the benefits of sustainable marketing, implementing sustainable marketing strategies can be challenging for organizations. One of the main challenges is the need for significant investments in research and development, product design, and marketing campaigns. Organizations also need to ensure that their sustainable marketing strategies align with their overall business strategy and objectives. Additionally, measuring the effectiveness of sustainable marketing strategies can be challenging, as it may be difficult to quantify the impact of sustainability on customer behavior and organizational performance.

1.5 Conclusion

In conclusion, sustainable marketing is a critical area that organizations need to prioritize in their marketing strategies. By incorporating sustainable marketing strategies, organizations can promote sustainability, improve their reputation, and attract environmentally conscious customers. However, implementing sustainable marketing strategies can be challenging and require significant investments in research and development, product design, and marketing campaigns. Marketers need to work closely with other departments in their organizations to ensure that sustainable marketing strategies align with overall business strategy and objectives.

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1.7 Real life EU case

One real-life EU case that exemplifies the liaisons between sustainability and marketing is the "European Sustainable Cosmetics Summit." This summit brings together key stakeholders in the cosmetics industry to discuss and promote sustainability in the sector through marketing and innovation. The summit is organized by Ecovia Intelligence, a UK-based company that specializes in research and consulting services for the organic and related product industries.



The European Sustainable Cosmetics Summit has been held annually since 2013 and covers topics such as green formulations, sustainable packaging, and ethical sourcing. The summit also includes workshops and presentations by leading industry experts, as well as case studies of companies that have successfully implemented sustainable marketing strategies.

Source: Ecovia Intelligence. (n.d.). European Sustainable Cosmetics Summit. Retrieved March 10, 2023, from <https://www.sustainablecosmeticssummit.com/Europe/>

2 Opportunities for Sustainable Marketing and How to Apply Knowledge in Practice

2.1 Introduction

Sustainability has become an important issue for businesses and consumers worldwide due to the increasing concern about environmental degradation and social inequality. Sustainable marketing is a concept that focuses on creating products and services that meet the needs of the present without compromising the ability of future generations to meet their own needs. It involves using marketing strategies that promote environmental and social responsibility, as well as economic profitability. In this chapter, we will explore the opportunities of sustainable marketing and how businesses can apply this knowledge in practice.

2.2 Opportunities for Sustainable Marketing

There are several opportunities that sustainable marketing presents to businesses.

1. First, sustainable marketing can help businesses to differentiate themselves from competitors. Consumers are becoming more aware of the impact of their purchasing decisions on the environment and society. Therefore, businesses that adopt sustainable marketing practices can attract environmentally and socially conscious consumers, which can increase their market share and profitability (Kotler & Keller, 2016).
2. Second, sustainable marketing can lead to cost savings for businesses. By adopting sustainable practices such as reducing waste and energy consumption, businesses can save on operational costs. This can improve their bottom line and contribute to environmental sustainability (Peattie, 2019).
3. Third, sustainable marketing can help businesses build strong relationships with stakeholders such as employees, suppliers, customers, and communities. This is because sustainable marketing involves ethical and responsible business practices, which can enhance the reputation of a business and increase stakeholder trust (Matten & Moon, 2018).



2.3 How to Apply Knowledge in Practice

To apply sustainable marketing knowledge in practice, businesses need to take several steps.

1. First, they need to conduct a sustainability assessment to identify their environmental and social impacts. This assessment should cover the entire value chain of the business, from sourcing raw materials to disposal of products (Polonsky, 2018).
2. Second, businesses should set sustainability goals and develop a sustainability strategy. This involves identifying areas where the business can improve its environmental and social performance, setting targets for improvement, and developing an action plan to achieve these targets (Baker, 2019).
3. Third, businesses should integrate sustainability into their marketing strategies. This involves communicating the environmental and social benefits of their products and services to customers and promoting sustainable lifestyles and behavior change (Kotler & Keller, 2016).

2.4 Conclusion

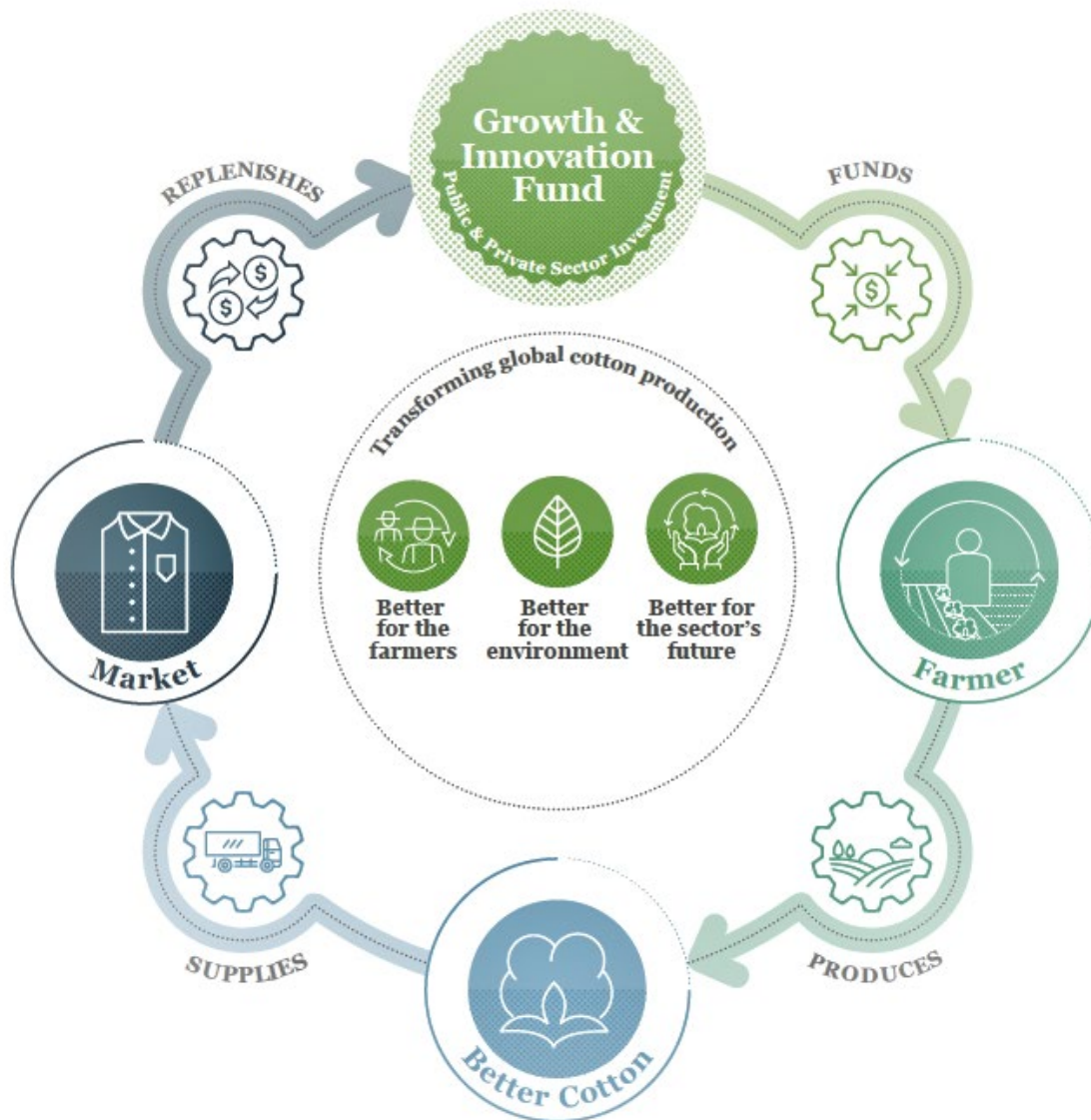
Sustainable marketing presents several opportunities for businesses to improve their environmental and social performance, as well as their economic profitability. By adopting sustainable marketing practices, businesses can differentiate themselves from competitors, save costs, and build strong relationships with stakeholders. To apply sustainable marketing knowledge in practice, businesses should conduct a sustainability assessment, set sustainability goals and develop a sustainability strategy, and integrate sustainability into their marketing strategies.

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2.6 Real life case

One real-life example of sustainable marketing in the EU is the “Better Cotton Initiative” (BCI). The BCI is a not-for-profit organization that works with cotton farmers, suppliers, and retailers to promote sustainable cotton production practices worldwide. The BCI encourages farmers to reduce their use of pesticides and water, and to promote decent working conditions for laborers (Better Cotton Initiative, 2021).



The BCI also collaborates with retailers and brands to promote the use of sustainable cotton in their products. By using the BCI logo on their products, companies can communicate their commitment to sustainable cotton production to consumers. The BCI has partnered with several well-known retailers such as H&M, Ikea, and Adidas to promote sustainable cotton production and consumption (Better Cotton Initiative, 2021).

Source: Better Cotton Initiative. (2021). What is Better Cotton? Retrieved from <https://bettercotton.org/what-is-better-cotton/>

3 Considering Standards and Strategies of Sustainable Marketing

3.1 Introduction

Sustainable marketing has gained significant attention in recent years as consumers demand more environmentally and socially responsible products and services. Companies are increasingly adopting sustainable marketing strategies to meet these demands and reduce their environmental and social impact. In this chapter, we will explore the standards and strategies of sustainable marketing and their impact on the business environment.

3.2 Standards of Sustainable Marketing

The standards of sustainable marketing are set by organizations such as the International Organization for Standardization (ISO) and the Global Reporting Initiative (GRI). ISO has developed the ISO 14001 standard, which provides guidelines for environmental management systems (EMS). This standard helps companies to identify and manage their environmental impact and reduce their carbon footprint. The GRI has developed the GRI Standards, which provide guidelines for sustainability reporting. These standards help companies to report their sustainability performance in a consistent and transparent manner.

3.3 Strategies for Sustainable Marketing

The strategies of sustainable marketing include green marketing, cause-related marketing, and sustainable branding. Green marketing involves promoting environmentally friendly products or services. This strategy can be effective in attracting environmentally conscious consumers who are willing to pay more for sustainable products. Cause-related marketing involves supporting a social or environmental cause. This strategy can



enhance a company's reputation and increase customer loyalty. Sustainable branding involves creating a brand image that reflects the company's commitment to sustainability. This strategy can differentiate a company from its competitors and create a competitive advantage.

3.4 Impact of Sustainable Marketing

Sustainable marketing can have a significant impact on the business environment. Companies that adopt sustainable marketing strategies can reduce their environmental and social impact, increase their reputation and brand value, and enhance customer loyalty. Sustainable marketing can also create new market opportunities, such as the growing demand for sustainable products and services. However, sustainable marketing can also present challenges, such as the need for companies to ensure the authenticity and transparency of their sustainability claims.

3.5 Conclusion

Sustainable marketing is becoming increasingly important in today's business environment. Companies that adopt sustainable marketing strategies can benefit from reduced environmental and social impact, increased reputation and brand value, and enhanced customer loyalty. However, sustainable marketing also presents challenges that companies must address to ensure the authenticity and transparency of their sustainability claims.

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3.7 Real life case

One relevant EU case study on the chapter title is the sustainable marketing campaign of the Dutch beer brand Heineken. In 2020, Heineken launched a new sustainability strategy with the goal of becoming carbon neutral by 2040. As part of this strategy, Heineken introduced a new green logo and launched a sustainable marketing campaign, promoting its commitment to reducing its environmental impact.

Heineken's sustainable marketing campaign included a series of advertisements featuring slogans such as "Brewed by the sun" and "Every drop of Heineken is brewed with 100% green energy." These ads aimed to highlight Heineken's use of renewable energy sources and its efforts to reduce its carbon footprint.

The campaign also included a partnership with the non-profit organization, The Ocean Foundation, to promote sustainability in the brewing industry. Heineken pledged to donate \$10,000 to the organization for every photo posted on social media using the hashtag #SustainabilitySelfie.

This sustainable marketing campaign helped Heineken to strengthen its brand image and attract environmentally conscious consumers. The campaign also supported Heineken's sustainability strategy and demonstrated its commitment to reducing its environmental impact.

Source: Heineken (2020). Heineken® launches new sustainability strategy –brewing a better world. Retrieved from: <https://www.theheinekencompany.com/newsroom/heineken-launches-2030-brew-a-better-world-ambitions/>





Sustainable Marketing- PART 2

4 Understanding Sustainable Development and Marketing

4.1 Introduction

Sustainability has become a central issue in contemporary societies, businesses, and organizations. Sustainable development is defined as the development that meets the needs of the present generation without compromising the ability of future generations to meet their own needs (World Commission on Environment and Development, 1987). In this chapter, we explore the concept of sustainable development and its relationship with marketing. We also examine the principles, challenges, and opportunities of sustainable marketing.

4.2 Defining Sustainable Development

Sustainable development is a complex and multidimensional concept that encompasses economic, social, and environmental aspects (Brundtland Commission, 1987). It involves balancing the needs of the present with the needs of future generations. Sustainable development aims to create a better quality of life for everyone, now and in the future, while preserving natural resources and the environment.

The United Nations (UN) has developed a set of 17 Sustainable Development Goals (SDGs) that provide a framework for sustainable development. The SDGs include eradicating poverty, reducing inequality, promoting sustainable economic growth, and protecting the environment.

4.3 Marketing and Sustainable Development

Marketing plays a significant role in promoting sustainable development. Sustainable marketing involves creating and promoting products and services that have a minimal impact on the environment, promote social well-being, and meet the needs of consumers. Sustainable marketing is not only about selling eco-friendly products, but also about promoting sustainable lifestyles and behaviors.

One of the fundamental principles of sustainable marketing is to reduce the environmental impact of products and services. This can be achieved by reducing the use of natural resources, using recyclable materials, and reducing waste. For example, companies can reduce the amount of packaging used in their products or use renewable energy sources in their operations.

Sustainable marketing also involves promoting social well-being. This can be achieved by promoting fair labor practices, supporting local communities, and promoting diversity and inclusivity. For example, companies can ensure that their suppliers adhere to ethical labor standards, support local community development initiatives, and promote diversity in their workforce.

4.4 Challenges and Opportunities of Sustainable Marketing

Sustainable marketing faces several challenges, including consumer skepticism, lack of regulation, and high costs. Consumers may not be willing to pay a premium for sustainable products or may not trust companies' sustainability claims. Moreover, there is a lack of regulation on sustainable marketing, which can lead to false or exaggerated claims. Finally,

sustainable marketing can be expensive, requiring significant investments in research and development, marketing, and supply chain management.

However, sustainable marketing also presents significant opportunities for businesses. Consumers are increasingly concerned about the environment and social issues and are willing to support companies that align with their values. Sustainable marketing can also lead to cost savings, innovation, and increased brand reputation.

4.5 Conclusion

In conclusion, sustainable development is a critical issue that requires the cooperation and efforts of individuals, businesses, and governments. Sustainable marketing is an essential tool for promoting sustainable development by reducing the environmental impact of products and services, promoting social well-being, and meeting the needs of consumers. While sustainable marketing faces several challenges, it also presents significant opportunities for businesses to create value for society and the environment.

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4.7 Real life EU case

One real-life example of sustainable marketing in the European Union (EU) is the case of Adidas' sustainability initiative. In 2015, Adidas launched its "Sport 15" collection, which was made from recycled materials, including fishing nets and recycled polyester. The collection also featured environmentally-friendly dyes and printing techniques (European Commission, 2015).

Adidas' sustainable marketing strategy aimed to appeal to environmentally-conscious consumers and promote sustainable production practices. The initiative was well-received by consumers and helped to enhance the company's brand reputation as a socially responsible and environmentally-friendly brand.



Source: European Commission. (2015). Adidas aims to revolutionise sustainable sportswear. Retrieved from https://ec.europa.eu/environment/europeangreencapital/adidas-aims-revolutionise-sustainable-sportswear_en

4.8 Progress Test

1. What is sustainable development?
 - a. Development that meets the needs of present generations without compromising the ability of future generations to meet their own needs
 - b. Development that meets the needs of future generations without compromising the ability of present generations to meet their own needs
 - c. Development that prioritizes economic growth over environmental and social concerns
 - d. Development that focuses on short-term benefits and ignores long-term consequences
2. Which of the following is not a principle of sustainable marketing?
 - a. Reducing the environmental impact of products and services
 - b. Promoting social well-being
 - c. Focusing only on short-term profits
 - d. Meeting the needs of consumers
3. What are some challenges of sustainable marketing?
 - a. Lack of consumer trust and regulation
 - b. High costs and lack of innovation
 - c. Ignoring social issues and environmental impact
 - d. Focusing on short-term profits and ignoring long-term consequences
4. Which of the following is a real-life example of sustainable marketing in the EU?
 - a. Coca-Cola's new advertising campaign
 - b. Nestle's new plastic packaging
 - c. Adidas' "Sport 15" collection made from recycled materials
 - d. McDonald's new line of meat products

Correct Answers: a, c, a, c

4.9 Sample Exercise

A company has recently launched a new product line that uses 100% recyclable materials, promotes fair labor practices, and supports local community development initiatives. Which of the following principles of sustainable marketing does this initiative exemplify?

- a) Reducing the environmental impact of products and services
- b) Promoting social well-being
- c) Focusing only on short-term profits
- d) Meeting the needs of consumers

Solution:

The correct answer is b) Promoting social well-being. This initiative promotes fair labor practices and supports local community development initiatives, which are key components of social sustainability. While the product line may also reduce the environmental impact of products and services by using recyclable materials, this is not the primary focus of the initiative. The other options (c and d) are not principles of sustainable marketing.

5 Developing Sustainability Marketing Opportunities

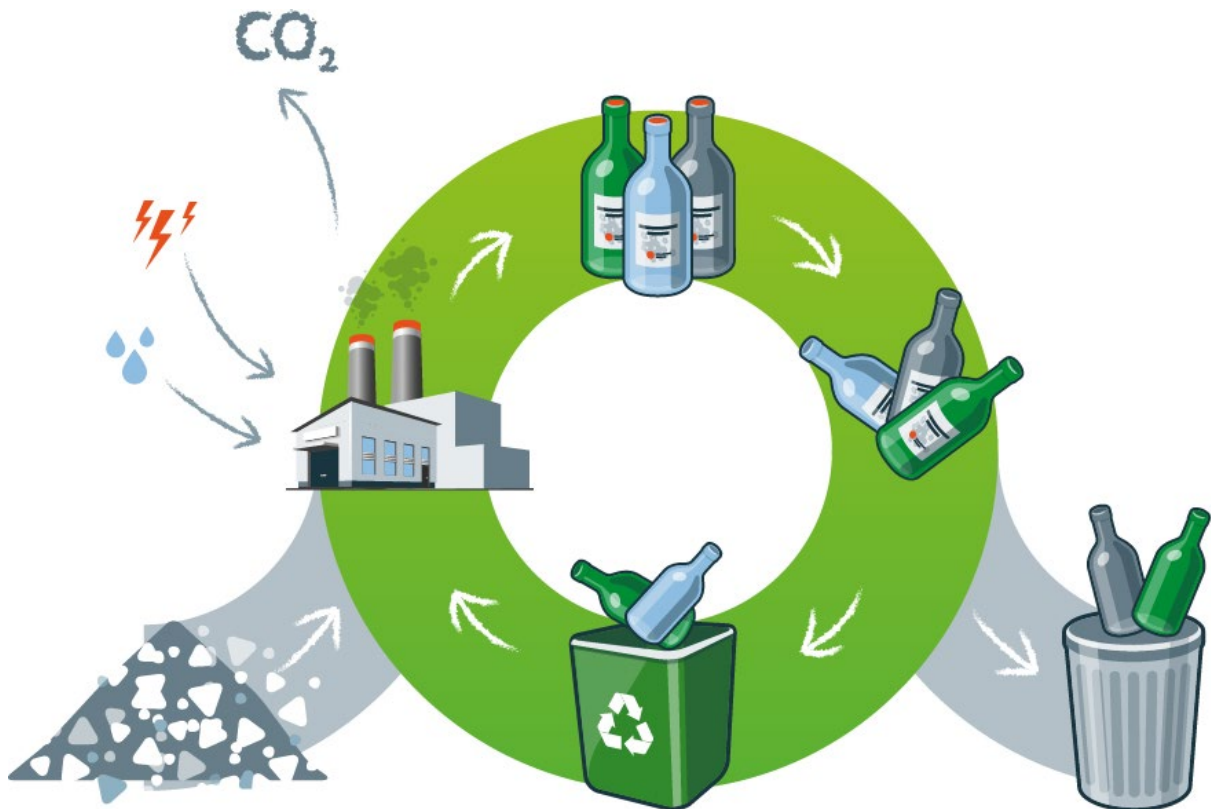
5.1 Introduction

Sustainability has become a key concern for businesses and consumers alike in recent years, and marketers are not exempt from this trend. Sustainable marketing can be defined as the process of creating, communicating, delivering, and exchanging offerings that have value for customers, society, and the environment while also meeting the needs of the organization. This chapter aims to discuss the various opportunities for developing sustainable marketing strategies in the current business environment.

5.2 Sustainable Marketing Opportunities

5.2.1 Sustainable Product Development

Sustainable product development refers to the process of designing, developing, and producing products that minimize environmental impact while also meeting consumer needs. This approach requires businesses to focus on the entire product life cycle, from raw material sourcing to disposal, to ensure that their products are sustainable. Sustainable product development provides businesses with an opportunity to differentiate their products from competitors and appeal to consumers who are increasingly concerned about the environmental impact of their purchases.



5.2.2 Green Marketing

Green marketing refers to the promotion of products that are environmentally friendly or have a reduced impact on the environment. Green marketing can take many forms, including the use of eco-labels, highlighting sustainable features, and promoting sustainable practices. Green marketing provides businesses with an opportunity to tap into a growing market of environmentally conscious consumers and to differentiate themselves from competitors.



5.2.3 Socially Responsible Marketing

Socially responsible marketing refers to the promotion of products that are produced using ethical and sustainable practices. This approach focuses on the social impact of the product, such as fair labor practices, and ensures that the product is produced in a manner that is consistent with the company's values. Socially responsible marketing provides businesses with an opportunity to build brand loyalty among consumers who value social responsibility and to differentiate themselves from competitors.



5.2.4 Cause-Related Marketing

Cause-related marketing refers to the promotion of products that support a specific cause or charity. This approach provides businesses with an opportunity to engage with consumers on an emotional level and to build brand loyalty by associating their product with a social cause. Cause-related marketing can also help businesses to differentiate themselves from competitors and to appeal to consumers who value social responsibility.



5.2.5 Sustainable Packaging

Sustainable packaging refers to the use of environmentally friendly materials and packaging designs that minimize waste and environmental impact. Sustainable packaging provides businesses with an opportunity to reduce their environmental impact, to differentiate themselves from competitors, and to appeal to environmentally conscious consumers.



5.3 Conclusion

Sustainable marketing is not only a moral obligation but also a strategic opportunity for businesses to meet the needs of their customers, society, and the environment. By developing sustainable marketing strategies, businesses can differentiate themselves from their competitors, appeal to environmentally conscious consumers, and build brand loyalty. Sustainable product development, green marketing, socially responsible marketing, cause-related marketing, and sustainable packaging are all effective ways for businesses to develop sustainable marketing strategies.

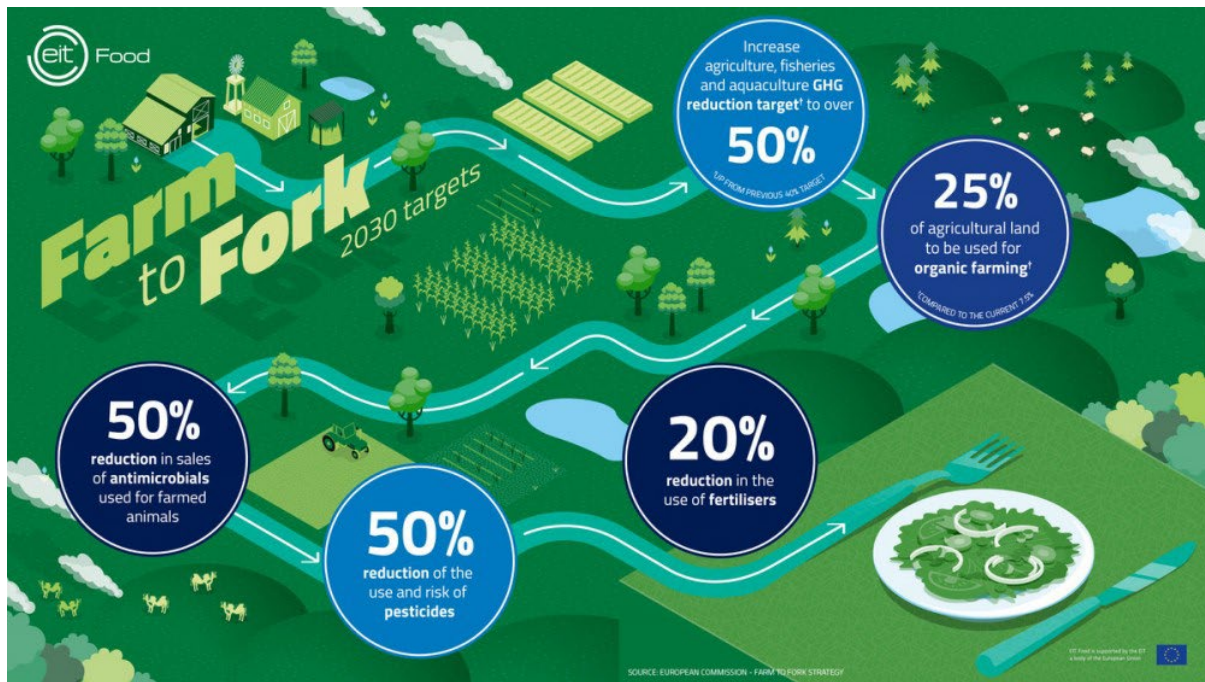
As we move towards a more sustainable future, businesses must recognize the importance of sustainability in their marketing strategies. The opportunities discussed in this chapter provide businesses with a starting point for developing sustainable marketing strategies that will help them to stay competitive in the market while also meeting the needs of consumers, society, and the environment.

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5.5 Real life EU case

One example of a real-life EU case on developing sustainable marketing opportunities is the European Union's Farm to Fork strategy, which aims to make the EU food system more sustainable, healthy, and resilient. The strategy includes a range of measures to reduce the environmental impact of food production, promote sustainable food consumption, and improve food labeling to help consumers make informed choices.



The strategy also aims to promote sustainable food marketing by encouraging businesses to adopt sustainable practices and promoting sustainable food products to consumers. For example, the strategy includes a proposal for a mandatory front-of-packaging nutrition label to help consumers make healthier and more sustainable food choices.

Source: European Commission. (2020). Farm to Fork Strategy. Retrieved from https://ec.europa.eu/food/system/files/2020-05/f2f_action-plan_2020_strategy-info_en.pdf

5.6 Progress Test

1. What is sustainable marketing?
 - a. The promotion of products that are environmentally friendly
 - b. The process of creating, communicating, delivering, and exchanging offerings that have value for customers, society, and the environment
 - c. The use of eco-labels to promote sustainable practices
 - d. The process of designing, developing, and producing products that are profitable
2. Which of the following is an example of sustainable product development?
 - a. Promoting products that support a specific cause or charity
 - b. The promotion of products that are produced using ethical and sustainable practices
 - c. The use of environmentally friendly packaging materials
 - d. The process of designing, developing, and producing products that minimize environmental impact
3. What is green marketing?
 - a. The process of designing, developing, and producing products that minimize environmental impact
 - b. The promotion of products that are environmentally friendly
 - c. The use of eco-labels to promote sustainable practices
 - d. The promotion of products that are profitable
4. Which of the following is an example of cause-related marketing?
 - a. The promotion of products that are produced using ethical and sustainable practices
 - b. The use of environmentally friendly packaging materials
 - c. Promoting products that support a specific cause or charity
 - d. The promotion of products that are profitable

Answers: b, d, b, c

5.7 Sample Exercise

ABC Inc. is a company that is committed to sustainability and wants to develop sustainable marketing opportunities. They want to create a product that is environmentally friendly and appeals to environmentally conscious consumers. Which of the following is the best example of sustainable product development for ABC Inc.?

- A. Promoting the use of eco-labels on their existing products.
- B. Reducing the price of their products to appeal to environmentally conscious consumers.
- C. Designing and producing a product that minimizes environmental impact.
- D. Increasing the advertising budget for their existing products.

Solution:

The correct answer is C. Designing and producing a product that minimizes environmental impact. Sustainable product development refers to the process of designing, developing, and producing products that minimize environmental impact while also meeting consumer needs. ABC Inc. wants to create a product that is environmentally friendly and appeals to environmentally conscious consumers, which requires them to focus on the entire product life cycle, from raw material sourcing to disposal, to ensure that their product is sustainable. Options A, B, and D do not involve the creation of a new sustainable product, but rather focus on the marketing of existing products, reducing prices, or increasing advertising budgets, which are not necessarily sustainable marketing strategies.

6 Developing Sustainability Marketing Standards and Strategies

6.1 Introduction

Sustainability has emerged as a key issue for businesses across the world, and the concept of sustainable marketing has gained significant attention from academics and practitioners alike. Sustainable marketing involves the development and implementation of marketing strategies that balance the interests of the company, the environment, and society. This chapter discusses the development of sustainability marketing standards and strategies, highlighting the importance of incorporating sustainability into business practices.



6.2 Sustainability Marketing Standards

The development of sustainability marketing standards has been an ongoing process for several decades. The International Organization for Standardization (ISO) has developed standards for environmental management (ISO 14001) and social responsibility (ISO 26000), which are widely used by companies worldwide. These standards provide guidelines for organizations to manage their environmental and social impacts and to incorporate sustainability into their business practices.

In addition to ISO standards, several organizations have developed sustainability marketing standards that guide companies on how to market their sustainable products and services. The Sustainable Apparel Coalition's Higg Index provides a standard framework for measuring and evaluating the sustainability performance of apparel and footwear products. The Global Reporting Initiative's Sustainability Reporting Standards provide guidelines for reporting on sustainability, performance and impacts.

The development of sustainability marketing standards has facilitated the incorporation of sustainability into business practices. These standards provide guidance for companies on how to measure and report on their sustainability performance and to market their sustainable products and services.

6.3 Sustainability Marketing Strategies

The development of sustainability marketing strategies involves the identification of sustainable marketing opportunities and the development of marketing campaigns that promote sustainable products and services. Sustainable marketing strategies should take into consideration the company's sustainability goals and the environmental and social impacts of the products and services offered.

One key strategy is to create sustainable products that meet customer needs while minimizing environmental and social impacts. Companies can conduct life-cycle assessments to identify the environmental impacts of their products and to identify opportunities to reduce their environmental footprint. Sustainable products can be marketed using eco-labels and certifications that provide information to customers on the sustainability performance of the products.

Another strategy is to develop marketing campaigns that promote sustainable behaviors and lifestyles. These campaigns can focus on encouraging customers to reduce their environmental footprint by adopting sustainable practices such as energy conservation, waste reduction, and sustainable transportation.

Finally, companies can develop sustainability marketing campaigns that focus on communicating the sustainability performance of their products and services. These campaigns can include sustainability reports, eco-labels, and sustainability messaging in advertising and promotions.

6.4 Conclusion

Sustainability has emerged as a critical issue for businesses, and sustainable marketing is an essential component of sustainability. Developing sustainability marketing standards and strategies is essential for companies to incorporate sustainability into their business practices. Sustainability marketing standards provide guidance for companies on how to manage their environmental and social impacts and to market their sustainable products and services. Sustainability marketing strategies involve the identification of sustainable marketing opportunities and the development of marketing campaigns that promote sustainable products and services.

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6.6 Real life EU case

One real-life EU case related to the chapter title "Developing sustainability marketing standards and strategies" is the EU Ecolabel program. The EU Ecolabel is a voluntary scheme that allows companies to demonstrate their commitment to sustainable production and consumption by labeling their products with the EU Ecolabel logo.



The EU Ecolabel program was established in 1992 and is managed by the European Commission. It provides a set of environmental criteria that products must meet to be awarded the EU Ecolabel. These criteria cover a range of environmental impacts, including greenhouse gas emissions, resource use, and pollution.

To apply for the EU Ecolabel, companies must meet the relevant criteria for their product category and undergo a verification process by an independent third party. Once awarded the EU Ecolabel, companies can use it to market their products as environmentally friendly and to differentiate themselves from competitors.

The EU Ecolabel program is an example of a sustainability marketing standard that has been developed to help companies incorporate sustainability into their business practices. By meeting the criteria for the EU Ecolabel, companies are encouraged to reduce their environmental impact and to market their products in a way that promotes sustainability.

Source: European Commission. (n.d.). EU Ecolabel. Retrieved from <https://ec.europa.eu/environment/ecolabel/>

6.7 Progress Test

1. What is the ISO standard for environmental management?
 - a. ISO 9001
 - b. ISO 14001
 - c. ISO 26000
 - d. ISO 45001
2. Which of the following is an example of a sustainability marketing standard?
 - a. The Higg Index
 - b. The Consumer Confidence Index
 - c. The Gross Domestic Product Index
 - d. The Quality-of-Life Index
3. What is a key strategy for developing sustainable marketing campaigns?
 - a. Focusing on promoting unsustainable behaviors and lifestyles
 - b. Developing products that have a high environmental footprint
 - c. Conducting life-cycle assessments to identify environmental impacts
 - d. Developing marketing campaigns that do not communicate sustainability performance
4. What is the EU Ecolabel?
 - a. A mandatory scheme that requires companies to label their products with environmental information
 - b. A voluntary scheme that allows companies to demonstrate their commitment to sustainable production and consumption
 - c. A certification that companies must obtain to sell their products in the European Union
 - d. A standard for environmental management developed by the European Union

Answers: b, a, c, b

6.8 Sample Exercise

Company X is looking to develop a sustainability marketing strategy for their new product line. What key strategies can they use to promote their sustainable products and reduce environmental impact?

- a. Focusing on promoting unsustainable behaviors and lifestyles
- b. Developing products that have a high environmental footprint
- c. Conducting life-cycle assessments to identify environmental impacts
- d. Developing marketing campaigns that do not communicate sustainability performance

Solution:

The correct answer is c. Conducting life-cycle assessments is a key strategy for developing sustainable products that meet customer needs while minimizing environmental and social impacts. By identifying the environmental impacts of their products, Company X can identify opportunities to reduce their environmental footprint and market their products using eco-labels and certifications that provide information to customers on the sustainability performance of the products. This strategy can help Company X to differentiate themselves from competitors and to demonstrate their commitment to sustainability.

Therefore, Company X should conduct life-cycle assessments to identify environmental impacts as a key strategy to promote their sustainable products and reduce environmental impact.

7 Developing Sustainability Marketing Mix

7.1 Introduction

Marketing is a powerful tool for businesses to promote their products or services, and it can be used to drive sustainability in a variety of ways. Sustainable marketing refers to the application of marketing principles and techniques to promote products or services that have a positive impact on society and the environment. Developing a sustainability marketing mix is crucial for businesses that want to integrate sustainability into their marketing strategy. This chapter provides an overview of the sustainability marketing mix, its components, and how it can be developed.



7.2 Components of the Sustainability Marketing Mix

The marketing mix is a concept that consists of four main elements: product, price, place, and promotion. In sustainable marketing, these elements are expanded to include three additional components: people, process, and physical evidence. These seven components form the sustainability marketing mix.

7.2.1 Product

Product refers to the actual goods or services that a company offers. In sustainable marketing, a sustainable product is one that is designed to have a positive impact on society and the environment. This can include products that are made from sustainable materials, products that are designed to be recyclable or biodegradable, or products that promote energy efficiency.

7.2.2 Price

Price refers to the amount that a customer pays for a product or service. In sustainable marketing, pricing strategies can be used to encourage customers to choose sustainable products. For example, a company could offer discounts on sustainable products or charge a premium for products that are not sustainable.

7.2.3 Place

Place refers to the distribution channels that a company uses to get its products or services to customers. In sustainable marketing, a company can use sustainable distribution channels to reduce its environmental impact. This can include using alternative transportation methods, such as bicycles or electric vehicles, or using local suppliers to reduce transportation emissions.

7.2.4 Promotion

Promotion refers to the methods that a company uses to promote its products or services to customers. In sustainable marketing, companies can use promotional strategies that highlight the sustainability benefits of their products. For example, a company could use social media to promote the environmental benefits of its products or use in-store displays to showcase sustainable packaging.

7.2.5 People

People refer to the employees, customers, and other stakeholders that are involved in a company's operations. In sustainable marketing, companies can focus on developing relationships with stakeholders who are committed to sustainability. This can include using sustainable labor practices, such as fair trade or living wage policies, or involving customers in sustainability initiatives, such as recycling or energy conservation programs.

7.2.6 Process

Process refers to the systems and procedures that a company uses to manufacture and distribute its products or services. In sustainable marketing, companies can use sustainable manufacturing and distribution processes to reduce their environmental impact. This can include using renewable energy sources, reducing waste and emissions, or implementing sustainable supply chain management practices.

7.2.7 Physical Evidence

Physical evidence refers to the tangible elements that customers use to evaluate a company's products or services. In sustainable marketing, physical evidence can be used to showcase a company's commitment to sustainability. This can include using sustainable packaging, labeling products with sustainability certifications, or using eco-friendly materials in store design.

7.3 Developing a Sustainability Marketing Mix

Developing a sustainability marketing mix requires a company to consider each of the seven components outlined above. The following steps can be used to develop a sustainability marketing mix:

1. **Conduct a sustainability assessment:** The first step in developing a sustainability marketing mix is to conduct a sustainability assessment of the company's operations. This can include assessing the environmental impact of the company's products and services, as well as its manufacturing and distribution processes.
2. **Identify sustainability goals:** Once the sustainability assessment has been completed, the company should identify its sustainability goals. These goals should be specific, measurable, and achievable, and should be aligned with the company's overall mission and values.
3. **Develop sustainability strategies:** Based on the sustainability goals, the company can develop strategies to integrate sustainability into each of the seven components of the marketing mix. For example, the company may choose to develop sustainable products, use sustainable distribution channels, and promote the sustainability benefits of its products in its advertising and marketing campaigns.
4. **Implement sustainability initiatives:** Once the sustainability strategies have been developed, the company can begin implementing sustainability initiatives. This may involve making changes to the company's manufacturing and distribution processes, developing sustainable packaging, or promoting energy conservation and recycling initiatives to customers.
5. **Monitor and evaluate sustainability performance:** Finally, the company should monitor and evaluate its sustainability performance to ensure that it is meeting its sustainability goals. This can involve tracking key performance indicators, such as carbon emissions, waste reduction, and customer engagement with sustainability initiatives.



7.4 Conclusion

Developing a sustainability marketing mix is crucial for businesses that want to integrate sustainability into their marketing strategy. By considering each of the seven components of the sustainability marketing mix and developing specific strategies to promote sustainability, businesses can create a marketing strategy that not only promotes their products or services but also has a positive impact on society and the environment.

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7.6 Real life EU case

One real-life EU case that exemplifies the development of a sustainability marketing mix is the sustainable marketing campaign of Unilever's brand, Dove. In 2017, Dove launched a sustainability marketing campaign titled "Dove Real Beauty Pledge" aimed at promoting a more sustainable approach to beauty.



The infographic is titled "The Dove Real Beauty Pledge" and is set against a background of a textured, golden-brown surface. It is divided into three main columns, each with a large number and a heading. The first column is headed "1 We always feature real women, never models." and includes a paragraph about Dove's view on beauty and a list of three bullet points. The second column is headed "2 We portray women as they are in real life." and includes a paragraph about avoiding retouching and a list of two bullet points. The third column is headed "3 We help girls build body confidence & self-esteem." and includes a paragraph about the Dove Self-Esteem Project, a small logo for the project, and a list of one bullet point. At the bottom of the third column, there is a separate line of text about the project's reach over 10 years.

1 We always feature **real women, never models.**

Models reflect a narrow view of beauty. Dove believes that beauty is for everyone and therefore features real women of different ages, sizes, ethnicities, hair colour, type or style.

- Zero models in our campaigns
- Real women introduced by their names
- Our campaigns reflect the population's diversity

2 We portray women as they are in **real life.**

We never present the unachievable, manipulated, flawless images of "perfect" beauty which the use of retouching tools can promote.

- Zero digital distortion of women
- Image approved by the women we feature

3 We help girls build **body confidence & self-esteem.**

Globally 8 out of 10 girls opt out of key life activities when they don't feel good about the way they look. Dove has a mission to ensure the next generation grows up enjoying a positive relationship with the way they look – helping young people raise their self-esteem and realise their full potential.

For over 10 years the Dove Self-Esteem Project has educated over 20 million young people in body confidence and self-esteem and has become the biggest provider of self-esteem education of its kind. We work with world renowned body image experts and leading universities to develop evidence based and academically validated educational tools.

- Educate 20 million more young people around the world on body confidence and self-esteem by 2020

Dove self-esteem project

The campaign included several components of the sustainability marketing mix. For instance, in the "Product" component, Dove pledged to use 100% recycled plastic bottles for its shampoos and conditioners, thereby reducing plastic waste. In the "Place" component, Dove partnered with Walmart to ensure that the products are made available in sustainable packaging across its stores in the US.

Dove also incorporated the "Promotion" component by launching a social media campaign aimed at educating consumers on the importance of sustainable beauty practices. This campaign involved using the hashtag #RealBeautyPledge on Twitter and Instagram, encouraging people to make a pledge to use sustainable beauty products and share their experiences.

Moreover, in the "People" component, Dove focused on empowering women by encouraging them to embrace their natural beauty and promote self-confidence. The company launched a program to provide self-esteem and body confidence education to young girls in the US, with the aim of encouraging them to make sustainable choices in their daily lives.

Finally, in the "Process" component, Dove committed to reducing its carbon footprint and ensuring responsible sourcing of ingredients. The company aims to achieve a reduction of 15% in greenhouse gas emissions and reduce water usage by 25% by 2020.

Source: Unilever (2017). Dove Real Beauty Pledge. Retrieved from <https://www.unilever.com/sustainable-living/our-strategy-for-sustainable-growth/campaigns/dove-real-beauty-pledge/>

7.7 Progress Test

1. Which of the following is NOT a component of the sustainability marketing mix?
 - a. Price
 - b. Place
 - c. Promotion
 - d. Profit
2. What is the first step in developing a sustainability marketing mix?
 - a. Developing sustainability strategies
 - b. Identifying sustainability goals
 - c. Conducting a sustainability assessment
 - d. Monitoring sustainability performance
3. What is the "Process" component of the sustainability marketing mix?
 - a. The systems and procedures used to manufacture and distribute products or services
 - b. The employees, customers, and other stakeholders involved in a company's operations
 - c. The tangible elements that customers use to evaluate a company's products or services
 - d. The distribution channels used to get products or services to customers
4. Which company launched a sustainability marketing campaign called "Dove Real Beauty Pledge"?
 - a. L'Oreal
 - b. Unilever
 - c. Procter & Gamble
 - d. Estée Lauder

Answers: d, c, a, b

7.8 Sample Exercise

A company wants to develop a sustainability marketing mix for its new line of products. Which of the following is a strategy that can be used to promote sustainability in the "Product" component of the marketing mix?

- a) Use local suppliers to reduce transportation emissions
- b) Offer discounts on sustainable products
- c) Promote the environmental benefits of the product in advertising
- d) Use renewable energy sources in the manufacturing process

Solution:

The correct answer is c) Promote the environmental benefits of the product in advertising. In the "Product" component of the marketing mix, companies can promote sustainability by developing sustainable products. However, promoting the environmental benefits of the product in advertising is a specific strategy that can be used to promote sustainable products. Option a) is related to the "Place" component of the marketing mix, and option d) is related to the "Process" component of the marketing mix. Option b) is related to the "Price" component of the marketing mix.

Therefore, the correct answer is c) Promote the environmental benefits of the product in advertising.

8 Developing the Future of Sustainable Marketing

8.1 Introduction

Sustainability has become an increasingly important concept in marketing in recent years. It has become imperative for companies to adopt sustainable marketing practices to align with consumer values and expectations. Sustainable marketing can be defined as the process of creating, promoting, and delivering products or services that satisfy consumer needs while minimizing negative environmental, social, and economic impacts. This chapter aims to discuss the current state of sustainable marketing and explore the future directions of sustainable marketing.

8.2 Current State of Sustainable Marketing

Sustainable marketing is currently in its infancy, but it has gained significant traction in recent years. Companies are increasingly incorporating sustainability into their marketing strategies to address the growing consumer demand for environmentally friendly products and services. The adoption of sustainable marketing practices can also benefit companies by enhancing their reputation, improving customer loyalty, and reducing costs associated with waste and resource inefficiencies (Kotler, Kartajaya, & Setiawan, 2019).

However, despite the growing awareness and importance of sustainable marketing, companies face numerous challenges in implementing sustainable marketing practices. One of the main challenges is the lack of consumer education and awareness of sustainable products and services. Many consumers are still unaware of the impact their purchasing decisions have on the environment and society (Peattie & Belz, 2020). Additionally, companies also face challenges in measuring the effectiveness and impact of their sustainable marketing efforts. There is a need for better metrics and tools to measure the social, economic, and environmental impacts of sustainable marketing practices (Schaltegger & Burritt, 2018).

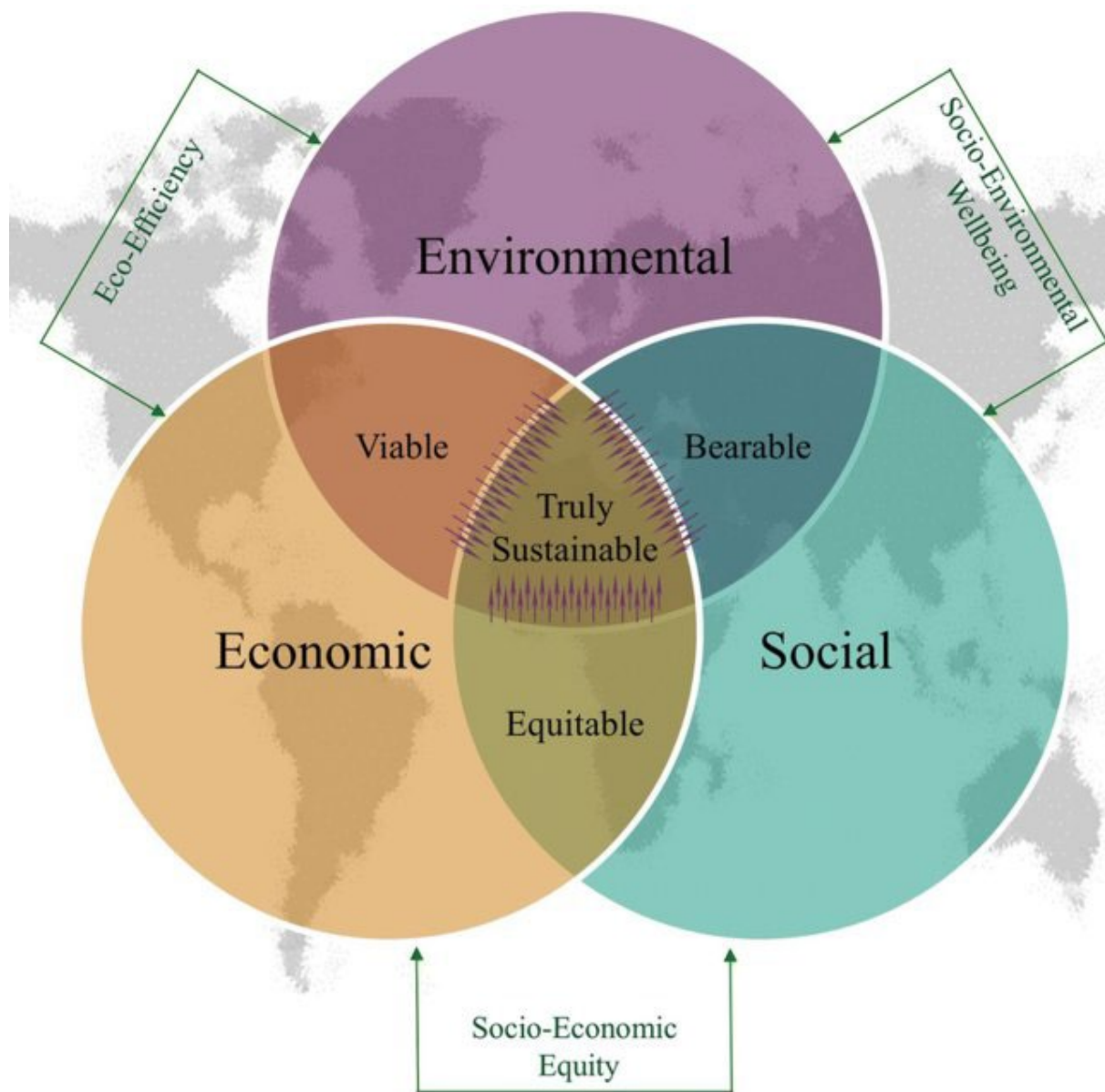
8.3 Future Directions of Sustainable Marketing

The future of sustainable marketing will require companies to take a more holistic and integrated approach to sustainability. This involves considering the impact of their products and services throughout their entire life cycle, from sourcing raw materials to disposal. Companies will need to adopt circular economy principles to minimize waste and resource inefficiencies and promote the reuse and recycling of materials (Preston & Oberschmidt, 2019).

Moreover, sustainable marketing will also involve the use of new technologies and innovations to promote sustainability. Advances in technology, such as blockchain and artificial intelligence, can be used to track and monitor the sustainability of products and services throughout their life cycle. Companies can also use social media and other digital platforms to educate consumers on the impact of their purchasing decisions and promote sustainable products and services (Schaltegger & Burritt, 2018).

Finally, sustainable marketing will require collaboration between companies, governments, and consumers to address the complex sustainability challenges we face. Governments can

play a role in creating policies and regulations that promote sustainable practices. Consumers can demand sustainable products and services and support companies that prioritize sustainability. Companies can collaborate with each other and with other stakeholders to share best practices and develop innovative solutions to sustainability challenges (Kotler et al., 2019).



8.4 Conclusion

Sustainable marketing has gained significant traction in recent years as companies recognize the importance of sustainability to consumers and society. The future of sustainable marketing will require companies to take a more holistic and integrated approach to sustainability, incorporate new technologies and innovations, and collaborate with stakeholders to address the complex sustainability challenges we face.

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8.6 Real life EU case

One real-life EU case related to the future of sustainable marketing is the "European Green Deal" launched by the European Commission in 2019. The Green Deal is a comprehensive plan to make Europe the world's first climate-neutral continent by 2050, and it involves a broad range of measures related to sustainability, including sustainable production and consumption, circular economy, biodiversity, and sustainable transport.

As part of the Green Deal, the European Commission has proposed a series of initiatives to promote sustainable marketing, such as the development of a sustainable product policy framework, the establishment of a European sustainable products database, and the introduction of mandatory sustainability labelling for certain products (European Commission, 2020).



Furthermore, the Green Deal also emphasizes the importance of collaboration and stakeholder engagement in promoting sustainability, calling for greater involvement of businesses, civil society organizations, and consumers in shaping sustainable policies and practices.

Source:

European Commission. (2020). The European Green Deal. Retrieved from https://ec.europa.eu/info/strategy/priorities-2019-2024/european-green-deal_en

8.7 Progress Test

1. Which of the following best describes sustainable marketing?
 - a. The process of creating and delivering products without considering social or environmental impacts.
 - b. The process of promoting products that are environmentally friendly but are not profitable.
 - c. The process of creating, promoting, and delivering products that satisfy consumer needs while minimizing negative environmental, social, and economic impacts.
 - d. The process of creating and delivering products without considering economic impacts.
2. Which of the following is a challenge faced by companies in implementing sustainable marketing practices?
 - a. Lack of consumer education and awareness of sustainable products and services.
 - b. Lack of regulations and policies that promote sustainable practices.
 - c. Limited availability of sustainable raw materials.
 - d. Limited availability of digital platforms to promote sustainable products and services.
3. What is the future direction of sustainable marketing?
 - a. Adopting a narrow approach to sustainability.
 - b. Ignoring the impact of products and services throughout their entire life cycle.
 - c. Using new technologies and innovations to promote sustainability.
 - d. Reducing collaboration between companies, governments, and consumers.
4. Which of the following is a proposed initiative under the European Green Deal to promote sustainable marketing?
 - a. Reducing the involvement of businesses and civil society organizations in shaping sustainable policies and practices.
 - b. Eliminating the need for mandatory sustainability labelling for certain products.
 - c. Developing a sustainable product policy framework.
 - d. Eliminating the concept of circular economy.

Correct Answers: c, a, c, c

8.8 Sample Exercise

A company wants to adopt sustainable marketing practices. What is one challenge that the company may face in implementing sustainable marketing practices?

- A) Lack of regulations and policies that promote sustainable practices.
- B) Availability of sustainable raw materials.
- C) High cost of sustainable marketing practices.
- D) High level of consumer awareness and education of sustainable products and services.

Solution:

The correct answer is A) Lack of regulations and policies that promote sustainable practices. Although regulations and policies are being developed in many countries to promote sustainability, there is still a lack of comprehensive regulations and policies that encourage and enforce sustainable marketing practices. This lack of regulations and policies can make it difficult for companies to adopt sustainable marketing practices and compete with companies that do not prioritize sustainability.

Option B) Availability of sustainable raw materials is incorrect because the availability of sustainable raw materials is not a significant challenge as there is a growing trend towards sustainable sourcing of materials.

Option C) High cost of sustainable marketing practices, is incorrect because while there may be some upfront costs associated with implementing sustainable marketing practices, such practices can lead to cost savings in the long run.

Option D) High level of consumer awareness and education of sustainable products and services is also incorrect because the lack of consumer education and awareness of sustainable products and services is actually one of the main challenges that companies face in implementing sustainable marketing practices.

9 Particular Problems of Firms in International Sustainable Marketing Context

9.1 Introduction

International marketing is a vital aspect of global business operations, and its growth has accelerated in recent years. However, marketing practices have been criticized for their environmental and social impacts, which have spurred a growing interest in sustainable marketing. Sustainable marketing is an approach that seeks to balance economic, social, and environmental factors in marketing activities. In this chapter, we will examine the particular problems faced by firms in the context of international sustainable marketing.

9.2 Challenges of International Sustainable Marketing

International sustainable marketing faces several challenges, including cross-cultural differences, global competition, and ethical considerations.

Firstly, cultural differences in values, beliefs, and attitudes towards sustainability can pose a challenge for international firms. For instance, some societies may prioritize economic development over environmental conservation, which can affect how firms market their sustainable products and services.



Secondly, global competition can hinder the adoption of sustainable marketing practices. Competing firms that prioritize profit over sustainability may engage in unethical marketing practices, such as greenwashing or falsely claiming their products are sustainable. This can make it difficult for firms that prioritize sustainability to gain a competitive advantage in the global marketplace.

Finally, ethical considerations such as fairness, transparency, and accountability can also pose challenges in international sustainable marketing. Firms must ensure that their sustainable marketing practices are ethical and not misleading to consumers, particularly in markets where regulations and standards for sustainability are lax.

9.3 Strategies for Addressing Challenges

International firms can adopt several strategies to overcome the challenges of sustainable marketing.

Firstly, firms can conduct research on cultural differences and tailor their marketing strategies accordingly. For instance, they can emphasize different benefits of sustainable products and services based on the cultural values and beliefs of the target audience.

Secondly, firms can collaborate with other stakeholders, such as NGOs, to develop sustainability standards and certifications that can help consumers distinguish between truly sustainable products and greenwashed ones.

Thirdly, firms can integrate sustainability into their overall business strategy and operations, rather than treating it as a separate marketing initiative. This can help firms ensure that their sustainable marketing practices are aligned with their core values and objectives.

9.4 Conclusion

International sustainable marketing presents unique challenges for firms, such as cross-cultural differences, global competition, and ethical considerations. However, by adopting tailored strategies, firms can overcome these challenges and reap the benefits of sustainable marketing. Firms can enhance their reputation, gain a competitive advantage, and contribute to the overall well-being of society and the environment.

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9.6 Real life EU case

One relevant case that illustrates the particular problems faced by firms in international sustainable marketing is the Greenwashing case against Volkswagen (VW). In 2015, the US Environmental Protection Agency (EPA) discovered that VW had installed software in their diesel cars that could detect when emissions were being tested and temporarily reduce emissions to pass the test. However, during normal driving conditions, the cars emitted up to 40 times the legal limit of nitrogen oxides, which contribute to air pollution and respiratory problems.



This scandal became known as "Dieselgate" and led to a significant loss of trust and credibility for VW. The company faced lawsuits, fines, and a decline in sales. The case also highlighted the challenge of ethical considerations in international sustainable marketing. VW had marketed their diesel cars as environmentally friendly and fuel-efficient, using slogans such as "Clean Diesel" and "Think Blue". However, the reality was quite different, and the company's marketing claims were found to be false and misleading.

The VW case illustrates the importance of ensuring that sustainable marketing practices are ethical and transparent, particularly in the global marketplace. The case also highlights the need for collaboration between stakeholders, such as regulators, NGOs, and consumers, to develop and enforce sustainability standards and certifications that can help prevent greenwashing and promote truly sustainable products and services.

Source: Environmental Protection Agency. (2015). EPA, California Notify Volkswagen of Clean Air Act Violations: Software installed on 2-liter diesel cars reduces effectiveness of emission control system during normal driving. Retrieved from <https://www.epa.gov/newsreleases/epa-california-notify-volkswagen-clean-air-act-violations>

9.7 Progress Test

1. Which of the following is a challenge faced by firms in international sustainable marketing?
 - a. Lack of innovation
 - b. Ethical competition
 - c. Cultural homogeneity
 - d. Global competition
2. What is greenwashing in sustainable marketing?
 - a. An ethical practice
 - b. A certification process
 - c. A false marketing claim
 - d. A stakeholder collaboration
3. What is the Volkswagen Dieselgate case?
 - a. A successful sustainable marketing campaign
 - b. A case of ethical and transparent marketing
 - c. A case of false and misleading marketing claims
 - d. A collaboration between stakeholders to develop sustainability standards
4. What is one strategy for addressing the challenges of international sustainable marketing?
 - a. Ignoring cultural differences
 - b. Focusing solely on marketing initiatives
 - c. Collaborating with NGOs to develop greenwashing practices
 - d. Integrating sustainability into overall business strategy and operations

Answers: d, c, c, d

9.8 Sample Exercise

Assume that an international firm wants to market its sustainable products in a new market, but it is not familiar with the cultural differences and values of the target audience. Which of the following strategies can the firm adopt to overcome this challenge?

- A) Ignore cultural differences and market their products based on its own values
- B) Conduct research on cultural differences and tailor its marketing strategies accordingly
- C) Collaborate with other firms to develop a greenwashing campaign
- D) Focus solely on sustainability certifications to promote its products

Solution: The correct answer is B) Conduct research on cultural differences and tailor its marketing strategies accordingly. Ignoring cultural differences can lead to ineffective marketing strategies that fail to resonate with the target audience. Conducting research on cultural differences can help the firm understand the values, beliefs, and attitudes towards sustainability in the new market and tailor its marketing messages and strategies accordingly. This approach can help the firm connect with the target audience and increase the effectiveness of its sustainable marketing efforts.

10 Case Studies of Sustainable Marketing

10.1 Introduction

Sustainable marketing is the process of creating, promoting, and delivering products or services that meet the needs of consumers while also safeguarding and preserving the environment and society. It involves utilizing resources in a responsible and ethical manner while minimizing the negative impact on the environment and society. In this chapter, we will discuss a case study of sustainable marketing in the European Union (EU), focusing on how the EU has taken steps to promote sustainable marketing practices and the impact of these practices on businesses.

10.2 EU's Efforts in Promoting Sustainable Marketing Practices

The EU has been at the forefront of promoting sustainable marketing practices. One of the ways it has done this is through the introduction of regulations and policies that promote sustainability. For example, in 2019, the EU introduced a ban on single-use plastics, which is set to reduce plastic waste by around 22 million tons per year by 2030 (European Parliament, 2019). This ban has had a significant impact on businesses that produce and use single-use plastics, as they have had to find alternatives that are more sustainable and environmentally friendly.

The EU has also introduced regulations that require businesses to disclose their environmental and social impact. The Non-Financial Reporting Directive (NFRD) requires large companies to report on their environmental and social impact, including information on greenhouse gas emissions, energy consumption, and human rights (European Commission, 2019). This regulation has had a positive impact on businesses, as it has encouraged them to be more transparent about their sustainability practices and has helped consumers to make more informed decisions. Another one of the most significant initiatives is the EU's Sustainable Development Strategy (SDS), which aims to integrate sustainable development into all policy areas, including marketing. The SDS provides guidelines for businesses to adopt sustainable marketing practices, such as reducing the environmental impact of their products and services, promoting sustainable consumption, and encouraging the use of renewable energy sources.

In addition, another significant policy initiative is the EU Ecolabel, which is a voluntary certification scheme that helps consumers identify products and services that have a reduced environmental impact. The EU Ecolabel provides businesses with a framework for sustainable marketing by enabling them to differentiate their products and services based on their environmental performance. Businesses that are certified with the EU Ecolabel can use the label in their marketing communications to promote their environmental performance and appeal to environmentally conscious consumers.

The EU has also implemented various regulations to promote sustainable marketing practices. For example, the EU's Energy Labelling Directive requires manufacturers to label the energy consumption of their products, such as household appliances and electronics. This regulation promotes sustainable marketing practices by enabling consumers to make informed decisions about the environmental impact of the products they purchase.

10.3 Case Study - Patagonia

One of the most well-known examples of sustainable marketing in the EU is the outdoor clothing brand Patagonia. Patagonia has been at the forefront of promoting sustainable practices and has integrated sustainability into all aspects of its business operations. The company has implemented several initiatives to reduce its environmental impact, including using recycled materials, reducing water usage, and promoting fair labor practices.

One of Patagonia's most notable initiatives is its "Worn Wear" program, which encourages customers to repair and reuse their clothing rather than buying new products. The company also offers free repairs on all its products and provides a platform for customers to resell their used Patagonia clothing. These initiatives have helped to reduce the amount of clothing that ends up in landfills and promote sustainable consumption practices.



Impact on Business, the EU's efforts to promote sustainable marketing practices have had a significant impact on businesses. Companies that have adopted sustainable practices have seen benefits such as increased customer loyalty, improved brand reputation, and reduced costs through improved efficiency. Patagonia, for example, has seen an increase in sales since it began promoting its sustainable practices, with customers valuing the company's commitment to sustainability. However, implementing sustainable marketing practices can also be challenging for businesses, as it often requires significant investments in infrastructure and changes to business operations. Small and medium-sized enterprises (SMEs) may face difficulties in implementing sustainable practices due to limited resources and lack of knowledge.

10.4 Conclusion - Patagonia

In conclusion, the EU's efforts in promoting sustainable marketing practices have had a significant impact on businesses, with companies that have adopted sustainable practices seeing benefits such as increased customer loyalty, improved brand reputation, and reduced costs through improved efficiency. The case study of Patagonia highlights how a company can successfully integrate sustainability into all aspects of its business operations and how this can lead to positive outcomes for both the company and the environment. However, challenges still exist, particularly for SMEs, and more work needs to be done to promote sustainable practices and make them accessible to all businesses.

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10.6 Case study - IKEA

IKEA is a multinational furniture retailer that has embraced sustainable marketing practices. IKEA's sustainability strategy, People & Planet Positive, focuses on reducing the environmental impact of its operations and products, promoting sustainable consumption, and supporting social and economic development. IKEA's sustainable marketing practices include the following:

Sustainable products: IKEA has a range of sustainable products, including furniture made from renewable materials, such as bamboo and recycled plastic, and energy-efficient lighting products.

Sustainable packaging: IKEA has implemented various initiatives to reduce the environmental impact of its packaging, such as using renewable materials and designing products that can be disassembled for recycling.

Sustainable operations: IKEA has implemented various initiatives to reduce the environmental impact of its operations, such as using renewable energy sources and reducing waste and water consumption.

Sustainable marketing communications: IKEA's marketing communications promote its sustainability initiatives and appeal to environmentally conscious consumers. For example, IKEA's "Live Lagom" campaign encourages consumers to live a more sustainable lifestyle by making small changes to their daily routines.



People & Planet Positive

The IKEA Group Sustainability Strategy 2020



10.7 Conclusion - IKEA

The EU has been at the forefront of promoting sustainable marketing practices among businesses. The EU's policies and initiatives, such as the Sustainable Development Strategy, the EU Ecolabel, and regulations such as the Energy Labelling Directive, provide a framework for businesses to adopt sustainable marketing practices. IKEA's sustainable marketing practices provide a successful case study of a business that has embraced sustainable marketing practices and integrated sustainability into its business strategy.

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10.9 Case study - APPLE

Marketing is an essential aspect of every business, and it plays a crucial role in the success of a brand. Apple Inc. is a multinational technology company that has revolutionized the tech industry with its innovative products and marketing strategies. Since its inception in 1976, Apple has undergone several changes in its marketing strategies. This essay aims to analyze the difference in Apple's initial way of marketing their brand to their present-day marketing strategies. The essay will begin by giving a brief history of Apple's marketing strategies from its inception to the present day. It will then delve into the differences between Apple's initial marketing strategy and their present-day strategies. This essay will also analyze how Apple's marketing strategies have evolved over the years, and the factors that have influenced these changes. Additionally, it will highlight the effectiveness of Apple's current marketing strategies in comparison to their initial marketing strategies. Finally, this essay will conclude by examining the future of Apple's marketing strategies and their potential impact on the company's growth.

10.9.1 Introduction

Apple Inc. is a multinational technology company that designs, develops, and sells consumer electronics, computer software, and online services. The company was founded by Steve Jobs, Steve Wozniak, and Ronald Wayne in 1976, with the aim of designing and producing personal computers. Apple's first product was the Apple I, a personal computer that was designed and hand-built by Steve Wozniak. Since then, Apple has grown into a global brand that is known for its innovative products and marketing strategies.

Marketing is an essential aspect of every business, and it plays a crucial role in the success of a brand. Apple's marketing strategies have evolved over the years, from their initial marketing strategies to their present-day marketing strategies. This essay aims to analyze the differences in Apple's initial marketing strategies and their present-day marketing strategies.

10.9.2 History of Apple's Marketing Strategies

Apple's marketing strategies have undergone significant changes since its inception. In the early years, Apple's marketing strategy was focused on targeting a niche market for computer enthusiasts. Apple's initial marketing strategy was to produce high-quality personal computers that were easy to use, and they marketed their products to hobbyists, students, and small businesses. Apple's first ad campaign, "Think Different," was launched in 1997 and was aimed at promoting the company's innovative spirit and unique approach to design. The campaign was a huge success and helped to establish Apple as a brand that was focused on innovation and creativity.

In the early 2000s, Apple shifted its focus from personal computers to consumer electronics, with the introduction of the iPod in 2001. The iPod was a revolutionary product that transformed the way people listened to music. Apple's marketing strategy for the iPod was centered around the slogan "1,000 songs in your pocket," which highlighted the product's portability and convenience. The iPod's success paved the way for the introduction of the iPhone in 2007, which revolutionized the smartphone industry.

Since then, Apple's marketing strategies have continued to evolve, with the company focusing on creating a unique brand experience for its customers. Apple's current marketing strategy is centered around the customer experience, with the company aiming to create a seamless and enjoyable experience for its customers.

10.9.3 Differences between Apple's Initial Marketing Strategies and Present-Day Marketing Strategies

There are several differences between Apple's initial marketing strategies and their present-day marketing strategies. One of the most significant differences is the target market. In the early years, Apple targeted a niche market of computer enthusiasts, hobbyists, students, and small businesses. However, in recent years, Apple has shifted its focus to a broader market, with the company targeting consumers of all ages and backgrounds.

Another significant difference between Apple's initial marketing strategies and their present-day marketing strategies is the focus on product design. In the early years, Apple's marketing strategy was focused on producing high-quality personal computers that were easy to use. However, in recent years, Apple's marketing strategy has shifted towards a focus on design and aesthetics. Apple's current products are not only functional but are also beautifully designed, which has become one of the company's key selling points.

Another significant difference is the use of digital marketing. In the early years, Apple's marketing strategies were primarily focused on traditional marketing methods such as print and television advertising. However, in recent years, Apple has embraced digital marketing, with the company using social media, online advertising, and influencer marketing to promote its products.

Furthermore, Apple's present-day marketing strategies are more customer-centric than its initial marketing strategies. Apple's current marketing strategies are centered around creating a unique brand experience for its customers, with the company aiming to create a seamless and enjoyable experience for its customers. Apple's current products are designed to integrate seamlessly with each other, and the company's retail stores are designed to provide customers with a unique shopping experience.

10.9.4 Evolution of Apple's Marketing Strategies

Apple's marketing strategies have evolved significantly over the years. The company's initial marketing strategies were focused on targeting a niche market of computer enthusiasts. However, in recent years, Apple has shifted its focus to a broader market, with the company targeting consumers of all ages and backgrounds.

One of the key factors that have influenced the evolution of Apple's marketing strategies is the rise of digital technology. The internet and social media have transformed the way businesses market their products, and Apple has been quick to adapt to these changes. The company has embraced digital marketing, using social media, online advertising, and influencer marketing to promote its products.

Another factor that has influenced the evolution of Apple's marketing strategies is the changing consumer preferences. Consumers are increasingly looking for products that are not

only functional but also aesthetically pleasing. Apple's current products are not only functional but are also beautifully designed, which has become one of the company's key selling points.

Additionally, Apple's focus on creating a unique brand experience for its customers has also influenced the evolution of its marketing strategies. The company's retail stores are designed to provide customers with a unique shopping experience, and the company's products are designed to integrate seamlessly with each other.

10.9.5 Effectiveness of Apple's Present-Day Marketing Strategies

Apple's present-day marketing strategies have been highly effective in promoting the company's products and enhancing the brand's image. The company's focus on creating a unique brand experience for its customers has helped to differentiate it from its competitors. Apple's products are not only functional but are also beautifully designed, which has become one of the company's key selling points.

The company's use of digital marketing has also been highly effective. Apple's social media presence is strong, and the company has been successful in leveraging influencer marketing to promote its products. Additionally, the company's retail stores are designed to provide customers with a unique shopping experience, which has helped to create a strong brand image.

10.9.6 Future of Apple's Marketing Strategies

The future of Apple's marketing strategies will likely be influenced by several factors, including the changing consumer preferences and the rise of new technologies. As consumers continue to demand products that are aesthetically pleasing and easy to use, Apple will likely continue to focus on design and user experience.

The company's focus on creating a unique brand experience for its customers is also likely to continue. Apple's retail stores will likely continue to evolve, with the company incorporating new technologies to create an even more seamless and enjoyable shopping experience for its customers.

10.9.7 Apple's Expansion into New Markets: Opportunities and Challenges

Over the years, Apple has expanded its product offerings and entered new markets, such as wearables and services. This has presented both opportunities and challenges for the company. On the one hand, expanding into new markets has allowed Apple to diversify its revenue streams and reduce its dependence on iPhone sales. On the other hand, entering new markets requires significant investments in research & development, marketing, and distribution, and can be risky if the products do not resonate with consumers. This section of the essay explores Apple's expansion into new markets, the opportunities and challenges it has faced, and how the company has adapted its marketing strategies to succeed in these new markets.

10.9.8 Apple's Sustainability and Social Responsibility Efforts: Marketing for a Better World

In recent years, there has been a growing emphasis on sustainability and social responsibility in business. Apple has taken several steps to reduce its environmental impact and promote

social responsibility, such as using renewable energy, reducing waste, and improving working conditions in its supply chain. These efforts have not only helped Apple to be a more responsible corporate citizen, but also to appeal to consumers who care about sustainability and social responsibility. Apple's sustainability and social responsibility efforts focus on the role of marketing in promoting these efforts, and the impact of these efforts on consumer perceptions of the Apple brand.

10.10 Conclusion – APPLE

In conclusion, Apple's marketing strategies have undergone significant changes since its inception. The company's initial marketing strategies were focused on targeting a niche market for computer enthusiasts, while the company's present-day marketing strategies are focused on creating a unique brand experience for its customers. Apple's focus on design, aesthetics, and customer experience has helped the company to stand out in a highly competitive market.

Apple's use of digital marketing has also been highly effective in promoting the company's products and enhancing its brand image. The company has been successful in leveraging social media, online advertising, and influencer marketing to reach a broader audience. Additionally, the company's retail stores are designed to provide customers with a unique shopping experience, which has helped to create a strong brand image.

Looking towards the future, Apple's marketing strategies are likely to continue to evolve in response to changing consumer preferences and new technologies. The company will likely continue to focus on design, user experience, and creating a unique brand experience for its customers. Additionally, the company will likely continue to leverage digital marketing to reach a broader audience.

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10.12 Case study - VOLKSWAGEN

10.12.1 Sustainable marketing of Volkswagen group

In Europe exhaust emissions are regulated by law with regulation called EURO. Every car producer must obey these regulations. Today is in use standard EURO 6D. Similar regulations are in use all over the world. In 2015 Volkswagen had made mistake and commissioners found that VW didn't obey these regulations. This meant that VW had to pay a lot of fees and penalties. VW stock share has dropped by over 60%. In next few years VW made significant improvements in green technologies, on green production and in magnificent sustainable marketing. These steps caused that VW had become the leading producer in electric cars in only few years.

10.12.1.1 Sustainable marketing

Sustainable marketing refers to the practice of promoting products or services that have minimal negative impact on the environment or society, while also delivering value to consumers. It involves using environmentally friendly materials, reducing waste and emissions, and promoting social responsibility. The goal of sustainable marketing is to create a positive impact on society and the environment, while also meeting the needs of customers. This can be achieved through a variety of strategies, such as:

- Using eco-friendly materials and production processes: Companies can use sustainable materials such as bamboo, recycled plastic, or organic cotton, and reduce waste and emissions by optimizing their production processes.
- Promoting energy efficiency: Businesses can encourage energy efficiency by using renewable energy sources, such as solar or wind power, and by designing products that require less energy to operate.
- Encouraging recycling and reuse: Companies can promote recycling and reuse by offering products that are designed to be easily recyclable or by providing customers with incentives to recycle.
- Supporting social responsibility: Sustainable marketing involves promoting social responsibility by supporting local communities, investing in social programs, and addressing ethical concerns such as fair labor practices.

By adopting sustainable marketing practices, companies can build stronger relationships with consumers who are increasingly concerned about the impact of their purchases on the environment and society. In short, we can say that sustainable marketing is the right product in the right place at the right price with the right promotion.

10.12.1.2 Volkswagen from the past until today

Volkswagen is a German automotive company that was founded in 1937. It is one of the largest automakers in the world and the largest automotive manufacturer in the Europe. VW owns several well-known brands, including Audi, Bentley, Bugatti, Lamborghini, Porsche, and Skoda. Over the years, Volkswagen has produced a wide range of cars, including the iconic Beetle, which was first introduced in the late 30s. Today, the company offers a variety of vehicles, from small (Up, Polo), medium and large (Golf, Touran, Passat), SUVs (T-cross, T-roc, Tiguan, Touareg, Amarok), and electric cars (ID family). VW had in the past best-selling car, the legendary Beetle. This iconic car was in production from 1938 to 2019 and sold over

21 million units worldwide. Today VW sells model Golf, and it is second in all time production. In production it is until 1974. Today they are selling its 8th generation.

Volkswagen has had some notable controversies in recent years, including the "Dieselgate" scandal in 2015, which involved the installation of software in diesel vehicles that enabled them to cheat emissions tests. This scandal led to significant fines and legal action against the company.

The "Dieselgate" scandal refers to the controversy that erupted in 2015 when it was discovered that Volkswagen had installed software in its diesel engines that enabled the vehicles to cheat emissions tests. The software detected when the car was undergoing emissions testing and adjusted the engine performance to reduce emissions but then reverted to higher emissions levels during normal driving.

The scandal affected millions of Volkswagen vehicles around the world and had significant consequences for the company, including a sharp drop in stock price and the resignation of the CEO. The company was also fined billions of dollars by governments around the world and faced numerous lawsuits from consumers and shareholders. According to the data collected today, the costs (fines, penalties, financial settlements, and buyback costs) were €33 million. The "Dieselgate" is one of the biggest corporate environmental violation scandals globally.

In the aftermath of the scandal, Volkswagen has taken steps to address the issue and to transition to cleaner, more sustainable forms of transportation. The company has invested heavily in electric vehicles and has pledged to become carbon-neutral by 2050. With these electric cars they are actively promoting them as an environmentally friendly alternative to traditional combustion engine vehicles. With ID cars VW is already leading in quality and quantity of these cars. VW has also launched a program called "Think Blue. Recycling." to promote recycling of end-of-life vehicles. They encourage customers to return their vehicles to authorized recycling facilities where the materials can be reused. VW has committed to offsetting the carbon emissions of their production facilities by investing in certified carbon offset projects. With programs like these VW has become from worst to best in only few years in car production sector.

Table 1: Volkswagen's worldwide car deliveries from 2012 to 2022 (in millions)

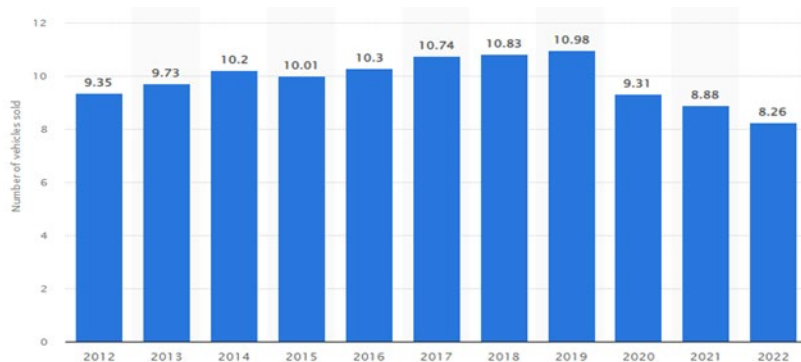
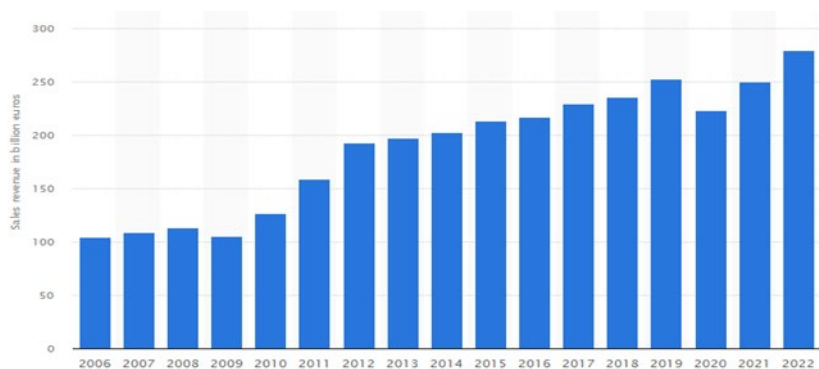


Table 2: Volkswagen's sales revenue from 2006 to 2022 (in billion euros)



From the first table we can see that the "Dieselgate" had small impact on sells by units of cars. Bigger impact had latest crises as Covid and war in Ukraine (2020, 2021 and 2022). But if we look for second table, we can see that "Dieselgate" didn't had impact on turnover in 2015. Even more, every next year VW had better income until the Covid crisis in 2020. In both tables it is interesting that last two years VW sales by unit are decreasing but turnover is growing. That means VW had found buyers for higher prices per unit. Electric cars are usually more expletive that cars with internal combustion engines.

10.12.1.3 EURO emissions and regulations

The first Euro 1 standard was introduced in 1992. Since than we have every few years new and striking standard for emissions. Today's Euro 6 is a set of European Union emissions standards that sets limits on the number of pollutants that can be emitted from vehicles. It applies to new cars, vans, and other light passenger and commercial vehicles, and was introduced in September 2014.

The Euro 6 standards set much stricter limits on emissions than the previous Euro 5 and Euro 4 standards, particularly for nitrogen oxides (NOx) and particulate matter (PM). The Euro 6 standard requires that diesel engines emit no more than 80mg/km of NOx, compared to 180mg/km under the Euro 5 standard.

To meet the Euro 6 emissions standards, car manufacturers have had to develop new technologies such as selective catalytic reduction and diesel particulate filters (DPF) to reduce emissions. These technologies use a combination of exhaust gas recirculation (EGR), AdBlue (a urea-based solution), and other systems to break down pollutants and reduce emissions.

Euro 6 emissions standards have been progressively introduced across the European Union and are now mandatory for all new cars and light commercial vehicles sold in the EU. The standards are also used as a benchmark in many other countries around the world.

Euro 6d is a further development of the Euro 6 emissions standard. Euro 6d emissions standards have been in use in the European Union since January 1, 2021.

Euro 7 is the next generation of emissions standards that is currently under development in the European Union. Euro 7 is expected to set even stricter limits on emissions of pollutants such as nitrogen oxides (NOx), particulate matter (PM), and other harmful substances from vehicles, compared to the current Euro 6d standard.

The main goal of Euro 7 is to further reduce air pollution and improve air quality in urban areas, by introducing more stringent limits on emissions from vehicles, including gasoline, diesel, and hybrid engines. Euro 7 is expected to cover a wider range of pollutants and driving conditions than the previous Euro 6d standard, including real-world driving emissions tests and emissions from cold starts. Standard will affect all cars (also electrical) because it will limit particulate matter also from tires and brakes.

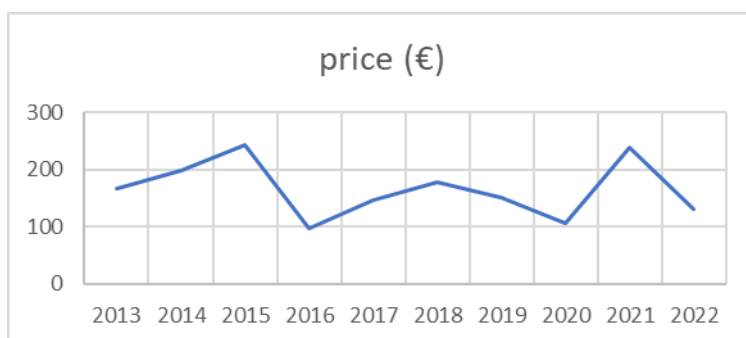
The European Commission is currently working on defining the technical specifications for Euro 7, including the limits on pollutant emissions and the testing procedures. The exact timeline for the introduction of Euro 7 is not yet clear, but it is expected to be introduced in the mid-2020s.

Euro 7 emissions standards are expected to be a significant challenge for car manufacturers, who will need to develop new technologies and engine designs to meet the stricter limits. However, the introduction of Euro 7 is also seen as an opportunity to drive innovation and investment in cleaner, more sustainable forms of transportation.

10.13 Conclusion – VOLKSWAGEN

In 2015 VW made a big mistake and at that point this looked like a big disaster. At that moment VW share dropped from 244€ for share to 97€ for share. But after a while with smart moves of the company and smart sustainable marketing VW had become the leading producer in green cars and with all green programs today is the best producer of electric cars. The quality and quantity of VW electric cars are on enviable level. The price of shares is again on the same high level as before Diselgate. Today the problem of price of shares is in conjunction of Covid and war in Ukraine. VW had shown that it is correct to say that with right product in the right place at the right price with the right promotion everything is possible. And they saved the company with this philosophy.

Table 3: price of VW share in ten years period



10.14 References – VOLKSWAGEN

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11 Recenzija: "Sustainable Marketing"

"Sustainable Marketing", ki je napisana s pristopom, ki združuje ekonomijo, management in marketing, je izjemno pomemben prispevek k literaturi na področju trajnostnega marketinga. Zelo cenim, da avtorji te monografije-učbenika začnejo z osnovno razpravo o povezavi med trajnostjo in marketingom, saj je to temeljno razumeti za vsakogar, ki želi uporabiti koncepte v praksi.

Drugo poglavje, ki obravnava možnosti trajnostnega marketinga in kako uporabiti to znanje v praksi, je praktično naravnano in bogato z vpogledi. Tretje poglavje pa se nanaša na standarde in strategije trajnostnega marketinga, kar je še ena pomembna komponenta za ustvarjanje učinkovitega in odgovornega marketinškega načrta.

Drugi del knjige podrobneje obravnava različne aspekte trajnostnega marketinga. Vsebuje koristne nasvete o razvoju trajnostnih marketinških priložnosti, standardov in strategij ter o mešanici trajnostnega marketinga. Zadnja poglavja, ki raziskujejo prihodnost trajnostnega marketinga in specifične težave podjetij v mednarodnem kontekstu trajnostnega marketinga, so prav tako ključnega pomena.

Deseto poglavje, ki vključuje študije primerov trajnostnega marketinga, ponuja priložnost za praktično razumevanje konceptov, ki so bili predstavljeni v knjigi. To poglavje močno pripomore k razumevanju in uporabi teorije v realnih situacijah.

Knjiga "Sustainable Marketing" je izredno koristen vir za vsakogar, ki se ukvarja z marketingom in želi razumeti, kako vključiti trajnostne pristope v svoje marketinške strategije. Vendar pa bi bila knjiga še bolj dragocena, če bi vključevala še več empiričnih primerov in podrobnosti o metodologiji, uporabljeni v študijah primerov.

Na splošno je to pomembno delo, ki vključuje ključne koncepte in strategije, ki so potrebne za uspeh na področju trajnostnega marketinga. Z veseljem priporočam to knjigo študentom, akademikom in strokovnjakom, ki so zainteresirani za to pomembno in naraščajoče področje.

12 Recenzija: "Sustainable Marketing"

Avtorja monografije "Sustainable Marketing" sta na impresiven način uspela združiti tematiko trajnosti in trženja, ki je v sodobnem poslovnem svetu še posebej pomembna. V dveh delih, ki sta zasnovana tako, da nudita čim boljše razumevanje vloge trajnosti v trženju, avtorja bralcu ponujata poglobljeno razlago, ki je prilagojena tako študentom kot strokovnjakom na področju.

Prvi del knjige raziskuje razmerje med trajnostjo in trženjem, pri čemer se posebej osredotoča na priložnosti, ki jih ponuja trajnostno trženje, ter na strategije in standarde, ki jih je mogoče uporabiti v praksi. Osrednji pristop avtorjev, ki trženje predstavita kot sredstvo za izpolnjevanje trajnostnih ciljev, je inovativen in spodbuja k razmišljanju.

Drugi del, ki obravnava trajnostni razvoj v kontekstu trženja, prinaša dodatno vrednost. Posebej me je navdušilo poglavje o razvoju trajnostnih tržnih priložnosti in strategij, ki poudarja pomen prilagajanja trženjskega miksa za doseganje trajnostnih ciljev. To poglavje bi moral prebrati vsak, ki želi razumeti, kako lahko trajnostno trženje izboljša poslovanje in prispeva k boljšemu svetu.

Knjiga prav tako vključuje primerjalno analizo težav, s katerimi se podjetja soočajo v mednarodnem kontekstu trajnostnega trženja, kar je še posebej pomembno za podjetja, ki se ukvarjajo z globalizacijo.

Najbolj pohvalno je poglavje z analizami primera trajnostnega trženja, ki zagotavljajo praktične primere in z njimi povezane lekcije. To je ključna vrednost za bralce, ki se želijo poglobiti v koncepte in strategije, obravnavane v knjigi.

"Sustainable Marketing" je pomemben prispevek k literaturi o trajnostnem trženju, ki podaja jasne in uporabne vpogled v to, kako lahko podjetja uskladijo svoje trženjske strategije s trajnostnimi cilji. Toplo priporočam to knjigo vsakomur, ki se zanima za povezavo med trženjem in trajnostjo.

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