



GREEN MARKETING TO COMBAT CLIMATE CHANGE

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ABOUT GREEN MARKETING

also known as *environmental marketing* or *sustainable marketing*

About green marketing

Green marketing, is a business approach that focuses on promoting products, services, and brands that have minimal negative impact on the environment. It involves incorporating environmental considerations and sustainability principles into various marketing strategies and activities.

Green marketing aims to meet consumer needs while addressing environmental concerns and promoting sustainable practices. It emphasizes the eco-friendly attributes of products or services, such as energy efficiency, use of renewable materials, recyclability, reduced carbon emissions, and social responsibility. By highlighting these attributes, businesses aim to educate and influence consumers to make more environmentally friendly purchasing decisions.



Green, environmental and eco-marketing are part of the new marketing approaches which do not just refocus, adjust or enhance existing marketing thinking and practice, but seek to challenge those approaches and provide a substantially different perspective. In more detail green, environmental and eco-marketing belong to the group of approaches which seek to address the lack of fit between marketing as it is currently practiced and the ecological and social realities of the wider marketing environment

Green Marketing 7PS



Green marketing incorporates the traditional marketing mix, also known as the 7 Ps of marketing, with a focus on sustainability and environmental considerations. The 7 Ps of green marketing include:



Green Marketing 7PS



Product



Price



Place



Physical Evidence



Promotion




People



Process

1. **Product:** The product aspect of green marketing involves developing and promoting environmentally friendly products. This includes emphasizing features such as energy efficiency, use of recycled materials, reduced waste, and eco-friendly packaging.
2. **Price:** Green marketing considers the pricing strategy in terms of sustainability. This may involve offering competitive prices for eco-friendly products or highlighting long-term cost savings associated with energy-efficient or durable products.
3. **Place:** The place element focuses on distribution channels and locations. Green marketing may involve selecting distribution channels that prioritize sustainable practices, such as partnering with eco-conscious retailers or offering online shopping options to reduce the carbon footprint associated with transportation.
4. **Promotion:** Promotion in green marketing emphasizes communicating the eco-friendly aspects of products or services. This can include highlighting sustainability certifications, eco-labels, or showcasing the environmental benefits of the product through marketing campaigns, advertising, and public relations.

5. **People:** The people aspect of green marketing involves considering the values and beliefs of consumers. It includes understanding the motivations and preferences of environmentally conscious consumers and tailoring marketing messages to resonate with their values.
6. **Process:** The process element of green marketing focuses on the internal operations and processes of a company. It involves adopting sustainable practices within the organization, such as reducing energy consumption, minimizing waste, and implementing environmentally friendly manufacturing processes.
7. **Physical Evidence:** Physical evidence in green marketing refers to the tangible aspects that support environmental claims. This includes providing evidence of environmental certifications, showcasing sustainable packaging, or displaying eco-friendly product displays that align with the brand's commitment to sustainability.



By integrating these 7 Ps of green marketing, businesses can develop comprehensive strategies that align with sustainable practices and effectively communicate their environmental initiatives to consumers. This approach helps build trust, attract environmentally conscious customers, and contribute to a more sustainable future.



Why is Green Marketing Important?

Why is Green Marketing Important?

Green marketing is important for several reasons:

- Environmental Conservation
- Meeting Consumer Demand
- Competitive Advantage
- Regulatory Compliance
- Reputation and Brand Image
- Innovation and Business Growth





Environmental Conservation

Green marketing promotes the adoption of sustainable practices and the development of eco-friendly products and services. By encouraging businesses and consumers to make environmentally responsible choices, it helps conserve natural resources, reduce pollution, and minimize the overall impact on the environment.



Meeting Consumer Demand

There is a growing segment of consumers who are becoming increasingly concerned about the environment and seek products that align with their values. Green marketing allows businesses to cater to this demand and capture the market share of environmentally conscious consumers. By promoting sustainable products, companies can attract and retain customers who prioritize environmental considerations in their purchasing decisions.





Competitive Advantage

Green marketing provides businesses with a competitive edge by differentiating their offerings from competitors. Adopting sustainable practices and promoting eco-friendly products can enhance brand image, improve customer loyalty, and attract a wider audience. Companies that proactively engage in green marketing can position themselves as leaders in sustainability, which can lead to increased market share and long-term profitability.



Regulatory Compliance

Many countries and regions have implemented environmental regulations and standards. Green marketing helps businesses stay compliant with these regulations by ensuring that their products and practices meet the necessary environmental requirements. By proactively promoting their compliance and eco-friendly initiatives, companies can build trust with consumers and regulators alike.





Reputation and Brand Image



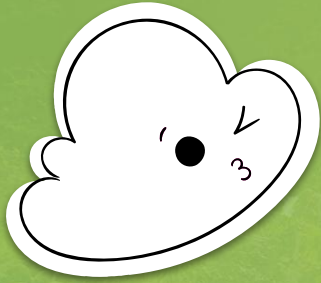
Green marketing initiatives contribute to building a positive brand image and reputation. Consumers are increasingly concerned about the social and environmental impact of the companies they support. By demonstrating a commitment to sustainability and responsible practices, businesses can enhance their reputation, gain consumer trust, and establish long-term brand loyalty.



Innovation and Business Growth

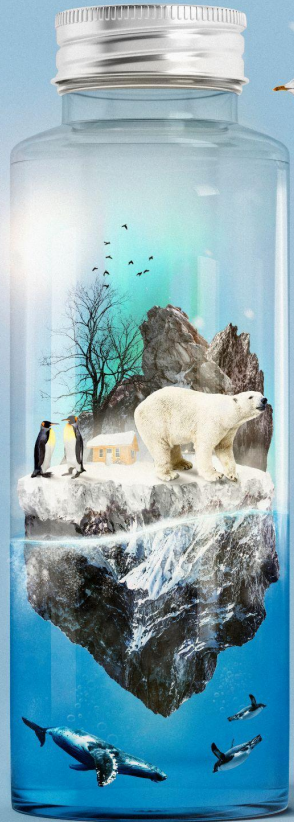
Green marketing encourages innovation and the development of sustainable solutions. It drives businesses to find new ways of minimizing their environmental footprint, reducing waste, and optimizing resource usage. This focus on innovation can lead to new product offerings, operational efficiencies, and cost savings, contributing to business growth and long-term success.





Overall, green marketing is important as it aligns business practices with environmental sustainability, responds to consumer demands, enhances brand reputation, and contributes to a more sustainable future. By embracing green marketing, businesses can drive positive change and contribute to the well-being of both the planet and their bottom line.





Does Green Marketing Work?

Green marketing can be extremely effective when done correctly. According to LendingTree, an online loan marketplace, 55% of customers surveyed are willing to spend more on eco-friendly products and avoid less environmentally conscious companies. What's more, according to the World Wildlife Fund (WWF), the number of posts on Twitter related to nature and biodiversity loss has increased by 65% since 2016.

Green Marketing Strategies

There are a number of green marketing strategies that can help build an eco-friendly and sustainable brand. Some of these include:

Sustainable Design

Sustainable design involves rethinking the design, manufacturing process, or even packaging of your products to ensure the most ethically sourced resources and minimal waste generation.

Responsibility

If you are choosing green marketing as a brand strategy, you will have to prove your sincerity by reimagining your brand to account for its new environmental and social responsibility.

Green Pricing

Green products are usually more expensive to account for the ethical practices employed in producing them. You will need to provide the specifics to your customers to justify the rise in costs.

Green Initiatives

Customers love brands that put their money where their mouth is. If you choose to support the green causes that you care about as a brand through internal or external initiatives, your customers will support you.

Examples of Green Marketing

Let's take a closer look at more examples of green marketing in action to see how it works.



Green Marketing Example #1: Patagonia

Patagonia turned heads in 2011 when it ran a campaign asking people not to buy its products for environmental reasons. In the campaign, Patagonia openly admitted that its operations harmed the planet. The campaign, however, actually helped improve public opinion of Patagonia as an honest brand that was making an effort to be more eco-friendly.



Green Marketing Example #2: The Body Shop

When people think of The Body Shop, they immediately tend to associate the brand with nature, environmental awareness, and care for the planet, and this is all thanks to the company's dedication to green marketing over the years.

The Body Shop's marketing campaigns focus on products that are not tested on animals and use natural, sustainably-sourced ingredients. The "I Am Forever Against Animal Testing" campaign is a key example of green marketing.



Green Marketing Example #3: Starbucks

Starbucks is living proof that even the biggest chains with countless physical locations and immense energy usage all over the planet can put eco-friendly initiatives in place.

For example, Starbucks launched reusable cup campaigns, offering customers a discount if they buy and use a reusable cup, rather than relying on single-use cups. Starbucks continues to invest in green marketing to demonstrate its dedication to renewable energy sources and social impact projects.



**SAVE YOUR MONEY.
SAVE OUR ENVIRONMENT.**

Purchase an Eco-Friendly Tumbler for only \$11.99 online or at a Starbucks near you. Each Tumbler saves you 15% when used with each drink purchase. Lifetime offer. Available in (1) Blue China, (2) Woven Hills, (3) Relaxed Poppy and (4) Canvas.







Eco-Friendly Tumblers
www.starbucksstore.com

Greenwashing: The Antithesis Of Green Marketing





Greenwashing



As coined by environmentalist Jay Westervelt in 1986, the term 'greenwashing' refers to the practice of misleading consumers and audiences into believing that a product, service, or even the organization itself is environmentally friendly or sustainable when in fact they aren't. In most cases, greenwashing is the result of a lack of knowledge. Pressure to adhere to environmental standards is increasing as sustainability becomes more widely discussed. As a result, even businesses that lack environmental knowledge are increasingly eager to demonstrate their commitment to sustainability.





The Greenwashing Sins

- Third-party certifications do not back up claims that a company's environmental effect has been reduced.
- Vague promises, such as 'all natural', 'made with recycled materials' or 'eco-friendly', with no additional information.
- Adopting an overly restrictive definition of "green" in order to promote just certain kinds of products or services that have minimal negative effects on the environment. McDonald's conversion to paper straws is a good illustration of this trend in the fast-food industry. Initially, the shift was applauded by green consumers, but it quickly became clear that these straws could not be recycled.
- Claims about the firm or product are not relevant, even if they are true.
- Promoting a sustainable element of the business, while overlooking the company's wider environmental impact, is considered the lesser of two evils



Why greenwashing is bad for businesses

Volkswagen committed the cardinal sin of openly lying about its sustainability in 2015. In a statement, the car company admits to using defeat devices to cheat emissions tests on some of its vehicles. This allowed the corporation to use proprietary software to detect emission tests and cut levels. They were releasing 40 times the allowed amount of nitrogen oxide pollution while consciously greenwashing their products.

Nestlé and Lay's potato chips have also been accused of greenwashing since they contribute significantly to the world's plastic waste problem and are unsustainable in their production process.

This is visible across multiple industries and ecommerce verticals: in the automobile sector, where ***BMW advertised a zero-carbon electric car*** with the option of including a gasoline engine, in the hospitality industry, where ***hotels excitedly advertised sustainability accolades*** despite the awards being for a single modest improvement in operations, and in the cosmetics industry, where firms like ***Tarte Cosmetics*** and ***The Body Shop*** have been accused of greenwashing

Because greenwashing is a marketing ploy rather than a way of taking responsibility for the environment, it has become increasingly commonplace. Green Consumers, particularly ***Generation Z consumers***, are warier in purchasing items or services that do not take environmental concerns into consideration.

Why greenwashing is bad for businesses

It is simply exploitation on the part of businesses, who place a high value on being environmentally conscious while failing to make the required changes to genuinely be ecologically conscious. They are completely oblivious to the potential climate-related consequences of their marketing decisions.

How brands can avoid greenwashing

The Federal Trade Commission (FTC) of the United States issued “Green Guides” in 2012 as voluntary recommendations to help marketers avoid making false or unsubstantiated claims about their environmental activities.

Marketers should avoid making unsubstantiated claims about a product’s environmental friendliness or “eco-friendliness,” according to a new recommendation issued by the National Association of Manufacturers. These actions can help companies avoid this problem:

- **Provide specifics:** Utilize clear, accurate, and deliberate language, sentences, and ESG terminology.
- **Avoid deception by omission:** Make a point of highlighting both the positive and the bad. Avoiding the negative is synonymous with fabricating it.
- **Exaggeration is not allowed:** Make certain to portray the green attributes of your items or service as they truly are, not as you wish they were.
- **Avoid drawing broad generalizations:** Make no generic assertions such as “organic” unless the product is certified organic.
- **Transparency:** Your business’s assertions must be backed up by transparent, proven facts.

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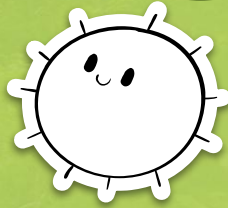
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Green Marketing in Numbers



It's challenging to provide an exact number for the overall scope or market size of green marketing as it encompasses various industries and regions. However, I can provide you with some relevant statistics and trends that highlight the significance of green marketing:



- 1. Global Green Consumer Market:** According to a report by the consulting firm McKinsey, the global market for green products and services reached around \$3 trillion in 2020. This indicates the substantial size and potential of the green consumer market.
- 2. Growing Consumer Demand:** Consumer surveys consistently show a rising demand for environmentally friendly products and sustainable practices. For example, a Nielsen survey revealed that 73% of global consumers are willing to pay more for sustainable goods.
- 3. Increasing Number of Eco-Labels and Certifications:** The proliferation of eco-labels and certifications signifies the growing importance of green marketing. Examples include ENERGY STAR for energy-efficient appliances, LEED certification for green buildings, and USDA Organic for organic food products.



Green Marketing in Numbers



4. **Corporate Sustainability Reporting:** Many companies now include sustainability reporting as part of their annual reports. This demonstrates their commitment to transparency and sustainability, and it also serves as a marketing tool to showcase their environmental efforts.
5. **Government Regulations and Incentives:** Governments around the world are implementing regulations and providing incentives to encourage businesses to adopt environmentally friendly practices. This includes carbon pricing mechanisms, tax incentives for green investments, and stricter environmental standards.
6. **Green Marketing Campaigns:** Numerous companies are actively engaging in green marketing campaigns to promote their eco-friendly products and initiatives. These campaigns often focus on sustainability, recycling, renewable energy, and climate change mitigation.
7. **Sustainable Branding:** Companies are increasingly integrating sustainability into their brand identity and messaging. They use green marketing strategies to differentiate themselves, build brand loyalty, and attract environmentally conscious consumers.



THIS IS A MAP



THANKS!

Do you have any questions?

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