



# GREEN MARKETING IN THE ORGANIZATION IMPLEMENTATION SCENARIO



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# General Information

## Duration:

Duration of workshop: 8 hours

## Recipients:

The workshop recipients include management and managerial staff from the SME sector. Apart from the specified target group, the workshops are also intended for individuals working in SMEs in roles like public relations specialist, marketing specialist, or HR specialist. Moreover, the workshop opportunity is open to trainers, tutors, educators, mentors, and coaches collaborating with partners who provide training in MSMEs and are interested in or currently engaged in development initiatives for MSMEs.

## Number of participants:

Workshop group for 10 individuals of all genders. The workshop can alternatively be held with a smaller group of at least 5 participants, based on local conditions, with a maximum of 15 individuals.

## Proposed methodologies:

- lecture,
- brainstorm,
- Case Study.
- thematic group discussions.
- Addressing genuine issues.



# General Information

## Materials required for the meeting:

- worksheets,
- Disband
- markers,
- scissors,
- laptop/computer,
- flipchart paper
- bristol,
- A3, A4 sheets.
- Adhesive tape.
- pens,
- Certificates,
- Assessment questionnaire.



# Workshop Objectives

## Information for the instructor

Preserving the natural environment and promoting sustainable development remains a crucial aspect in politics, not only within nations but has also evolved into a vital component in the agendas of economic and political blocs like the European Union. To safeguard the environment and the populace of Member States, the European Commission launched a series of political measures known as the European Green Deal. The primary goal of this array of measures is to attain climate neutrality in Europe by 2050.

The aim is to enhance ecological awareness in society. The adoption of eco-friendly practices by businesses, regardless of their size, and subsequently promoting these changes within society, is a key factor influencing the enhancement of the quality of life for European Union citizens in their natural surroundings. Therefore, establishing a suitable and efficient green marketing strategy is crucial. To assist MSME sector companies in acquiring eco-friendly skills, a training program has been developed for MSME employees, including both management and executive personnel. This program focuses on developing a green marketing strategy, crafting advertising campaigns in the eco-friendly sector, and enhancing communication and customer support for sustainable decision-making.

## Work Style

The workshops will take place in a room furnished with tables and chairs to ensure that participants seated at the tables are facing the workshop leader. The trainer is responsible for arranging seats for the training participants beforehand.

## The participants are expected to achieve the following results:

- Enhancing knowledge of green marketing.
- Acquiring or enhancing knowledge of legal regulations concerning the enhancement of citizens' quality of life in Member States and sustainable development.
- Enhancing competencies in developing sustainable marketing strategies.
- Enhancing proficiency in developing advertising campaigns in the eco-friendly sector.
- Enhancing proficiency in efficient client communication and aiding the client in forming enduring decisions.



# INTRODUCTION

## Introducing the educator(s).

### Welcome (5 minutes).

First Name Last Name,

- education,
- experience
- interests



## Introduction of the training attendees (10 minutes).

Please inscribe your name on a sticky note and affix it to a conspicuous area of your attire. Subsequently, each attendee succinctly articulates their expectations for the training in a single sentence.

## Group Rules (25 minutes).

The trainer develops a mind map named the training subject, establishing 4 primary branches from the central topic:

- Training Goals
- EXPECTATIONS,
- RULES,
- Training Evaluation: Areas for Improvement.

The crafted mind map is displayed in the training room for all participants to see.

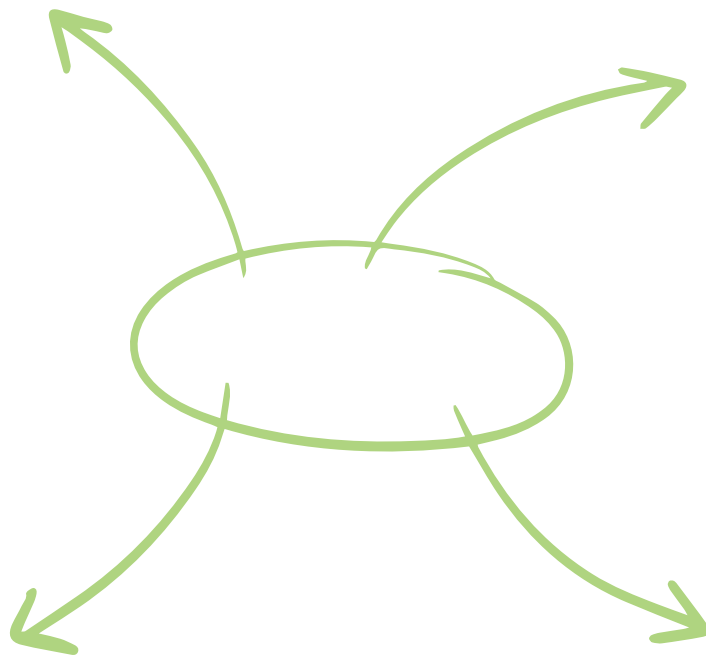
## Stages of Mind Map Presentation:

Presentation of the primary training goals outlined on a prearranged mind map.

The trainer queries the participants about their training expectations and records them on a mind map through an engaging technique: brainstorming.

The trainer outlines the three most crucial rules for the training. Furthermore, the instructor highlights the potential for incorporating one principle suggested by the trainees.

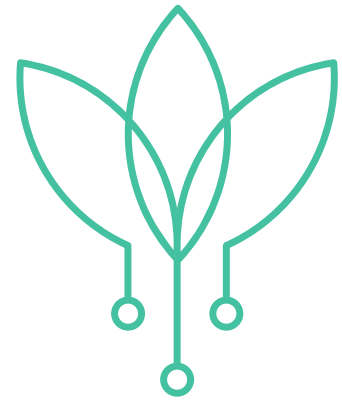
The final node on the mind map represents a component of training assessment. Following the workshop, the facilitator inquires with the attendees about their assessment of the training and records their feedback on the mind map.



# SUBSTANTIVE CONTENT

## PANEL I

### Strategy for Green Marketing



Brief lecture on conceptual explanations:

- **GREEN MARKETING, ALSO KNOWN AS ECO MARKETING**, refers to marketing activities that promote attitudes and behaviors focused on preserving the natural environment. These activities, known as pro-ecological activities, target both consumers and producers.
- **GREENWASHING** is a strategy employed by companies seeking to capitalize on individuals interested in ecology and environmental conservation. It involves misleading customers by promoting products that do not adhere to ecological principles. The issue of greenwashing impacts numerous companies and brands across different sectors of the economy. This deceptive practice can be observed in electronics manufacturers as well as major clothing corporations. Such actions are profoundly unethical and carry the risk of tarnishing the reputation of companies and brands that rely on greenwashing in their marketing campaigns.
- **SUSTAINABLE MARKETING** is a form of marketing that considers the needs of individual customers as well as the well-being of society on regional and global scales. It involves promoting brands and products that benefit both society and the environment.
- **The EUROPEAN GREEN DEAL** comprises political initiatives introduced by the European Commission, with the primary aim of achieving climate neutrality by 2050.

[1] <https://poradnikprzedsiębiorcy.pl/-eco-marketing-stworz-zielonakampanie>

[2] <https://onewhitestudio.pl/greenwashing-definicja-i-zagrozenia/>

[3] <https://uk.indeed.com/career-advice/career-development/what-is-sustainability-marketing>

[4] <https://www.consilium.europa.eu/pl/policies/green-deal/>



## TASK 1. Comprehension of Green Marketing (5 min)

The instructor distributes worksheet 1 to every training participant. The initial assignment for the participants is to contemplate their comprehension of "green marketing". Subsequently, each individual must formulate their unique definition of the concept. Upon finishing the task, the facilitator requests that several individuals from the group share their completed work.

### EXAMPLE FORMULATION FOR THE TRAINER:

*Each individual will be provided with worksheet 1. The objective is to contemplate the understanding of "green marketing". Subsequently, each person is required to articulate their personal interpretation of this concept on the distributed worksheets. A time limit of 5 minutes is set for this activity. Following the designated time, selected individuals will be called upon to share the task they have finished.*



# WORKSHEET 1

## Sustainable marketing?

Consider your comprehension of this concept. Develop your unique interpretation of green marketing and record it below. You have 5 minutes to finish this assignment.

## NOTES

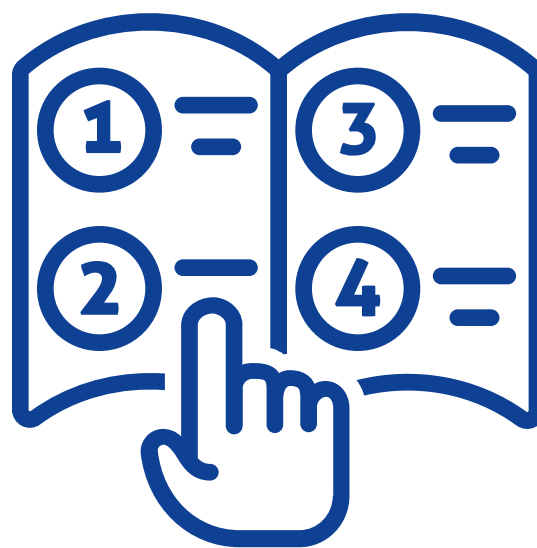
This image shows a full page of white paper with horizontal dotted lines. The lines are evenly spaced and run across the width of the page, providing a guide for handwriting or typing. There are no margins, text, or other markings on the page.

## Task 2: Knowledge-based activity (10 minutes)

The trainer gives out worksheet 2 to every trainee. The left side of the worksheet contains numbers of specific European Commission directives related to enhancing citizens' quality of life in Member States and sustainable development. On the right side, the thematic areas corresponding to each directive are provided. Participants need to match each directive with its thematic area. Once the time for the activity is up, the facilitator will guide the discussions.

### EXAMPLE FORMULATION FOR THE TRAINER:

*Soon, I'll distribute worksheet 2. On the left side, you'll find numbers of specific European Commission directives related to enhancing citizens' quality of life in Member States and sustainable development. The right side lists the thematic areas each directive pertains to. Your job is to match each directive with its thematic area. You'll have 10 minutes for this. Following that, we'll have a group discussion.*



## WORKSHEET 2

Listed on the left are numbers of specific European Commission directives related to enhancing citizens' quality of life in Member States and sustainable development. On the right side of the sheet, you will find the thematic areas corresponding to each directive. Your goal is to pair each directive with its relevant thematic area. You have 10 minutes to finish this task.

**Directive 2022/2464**

Protecting the environment and human health involves preventing and reducing waste and its negative production impact.

**Directive 2008/98/EC**

energy efficiency

**EU Directive 2012/27**

packaging and waste from packaging

**EU Directive 2010/75**

Minimizing the environmental footprint of certain plastic items.

**Directive 2019/904**

industrial emissions (integrated pollution prevention and control)

**Directive 94/62/EC**

reporting on corporate sustainability

**EU Directive 2011/92**

Evaluating the impacts of specific public and private projects on the environment.

## WORKSHEET 2 - FOR THE TRAINER

**A) Directive 2022/2464** - reporting on corporate sustainability

**B) Directive 2008/98/EC** aims to protect the environment and human health by preventing and reducing waste and its production's negative impact.

**C) Directive 2012/27/EU** focuses on energy efficiency.

**D) Directive 2010/75/EU** focuses on industrial emissions (integrated pollution prevention and control).

**E) Directive 2019/904** aims to lessen the impact of specific plastic products on the environment.

**F) Directive 94/62/EC** relates to packaging and packaging waste.

**G) Directive 2011/92/EU** involves assessing the impacts of specific public and private projects on the environment.

### Task 3: Report (15 minutes)

Participants need to jot down on the worksheet three activities that align with the concept of green marketing and are carried out in their companies. They have 15 minutes to complete this task.

#### EXAMPLE FORMULATION FOR THE TRAINER:

*I'd like all of you to jot down on the cards I'll give you shortly the activities related to green marketing that are relevant to your companies. You have 15 minutes for this.*





# WORKSHEET 3

Below, write down the activities that are consistent with the ideas of green marketing and are undertaken in your company. 15 minutes were allocated for this task.

## NOTES

This image shows a full page of a document template. It features a series of evenly spaced, horizontal black dotted lines across the entire width of the page, providing a guide for writing. The background is plain white, and there are no margins, headers, or footers visible.

## Task 4: Creating a green marketing strategy! (1 hour)

Task 4 is going to be done in a team. The trainer will request the training participants to create groups of 4. Each team's objective is to develop a green marketing strategy gradually. The leader will distribute worksheet 4 to them. Moreover, each team will get the key elements of the strategy on a piece of paper (helpful tips). The participants will have 1 hour to finish the task. Once the time is up, each group will showcase their work results on the forum.

### EXAMPLE FORMULATION FOR THE TRAINER:

*I'd like to suggest splitting into groups with a maximum of 4 people in each. Your mission will be to come up with a green marketing strategy. You'll get a card outlining the key elements of a successful strategy. You have 1 hour for this task. Once time's up, each group will share their outcomes.*



## The key stages of a solid eco-marketing strategy.

### **Analyzing the company's current eco initiatives and establishing new objectives.**

Find out which parts of your business affect the environment and figure out the sustainable development goals that are currently influencing your company, such as lowering CO2 emissions, decreasing waste, and transitioning from plastic to biodegradable packaging.

### **Deciding on the budget allocated for eco-friendly marketing or pro-environmental initiatives.**

An essential part of any strategy involves analyzing the company's financial status to establish the highest budget available for eco-marketing initiatives. The financial resources will help identify the affordable marketing options, including channels and communication methods with the business environment.

### **Identifying the target audience**

Try to figure out who your target audience is. Think about whether the marketing efforts will target your customers or business partners, or perhaps both.

### **Observing competitors**

Keep an eye on your competitors. See how they handle eco-friendly marketing initiatives. Take note of the environmentally friendly practices they adopt. How do they engage with their audience on this matter? Identify the social media platforms they are active on to stay updated. Consider subscribing to their mailing list.



[5] <https://coolbrand.pl/jak-napisac-strategie-marketingowa-w-7-krokach/>

[6] <https://rodin.pl/blog/marketing-ekologiczny/>

## The key stages of a solid eco-marketing strategy.

### Improving storytelling skills

A crucial part of the strategy involves outlining the company's history, such as its founding, the driving force behind starting the business, the values - particularly pro-ecological ones - that the company embodies, and its current position. Leveraging storytelling will enhance the value of your offerings. Customers or partners might relate to your story, positively influencing the company. Crafting a guiding motto for your environmentally and socially conscious activities is encouraged.

### Choosing marketing platforms

An essential part of any strategy is effectively reaching the target audience. Think about the marketing channels you'll utilize, such as a website, social media profiles, TV ads, or collaborating with public figures like athletes, activists, or influencers, all aligned with sustainable development principles.

### Setting deadlines for implementation.

When you set goals, make sure to establish deadlines for achieving them. This will help you succeed.



[5] <https://coolbrand.pl/jak-napisac-strategie-marketingowa-w-7-krokach/>

[6] <https://rodin.pl/blog/marketing-ekologiczny/>

## WORKSHEET 4

Utilize the tips provided by the Facilitator to work in groups of 4 and create a green marketing strategy. You have 1 hour for this task. Once the time is up, each team will share their results on the forum.

<b>Analyzing the company's current and future eco-activities.</b>
<b>Budget</b>
<b>audience</b>

## WORKSHEET 4

Utilize the tips provided by the Facilitator to work in groups of 4 and create a green marketing strategy. You have 1 hour for this task. Once the time is up, each team will share their results on the forum.

<b>Analyzing the competition.</b>
<b>Storytelling</b>



## WORKSHEET 4

With the tips from the Facilitator, work in groups of 4 to create a green marketing strategy. You have 1 hour for this task. Once the time is up, each team will share their results on the forum.

Channels for marketing
Due dates

# PANEL II

## Green marketing advertising campaigns and communication

Short talk - clarifying ideas:

- **An advertising campaign** is a series of marketing activities that help create brand awareness and shape its image. It is a way to reach your target audience and build trust among customers. A successful advertising campaign can influence customer behavior and decision-making, potentially leading to increased profits from the sale of goods or services.
- **A social campaign** is a form of advertising campaign that seeks to positively influence society's behavior and attitudes. It focuses on promoting the public good, aiming to inspire societal change and action to enhance quality of life. Common themes in social campaigns include health, environmental protection, human rights, and safety.
- **Marketing communication** involves all the activities that aim to inform the public about the company's operations and the products or services it provides. It plays a crucial role in establishing connections between the company and its stakeholders. This process includes sharing such information through different communication channels like social media, TV, radio, newspapers, and emails.
- **Ethical communication** involves four main principles: truth, honesty, respect, and responsibility. It aligns with legal and professional standards and mirrors the organization's values and mission. Ethical communication excludes manipulation, fraud, lies, or pressure. It can also be referred to as understanding, dialogue, cooperation, and trust.

[7] <https://poradnikprzedsiębiorcy.pl/-eco-marketing-stworz-zielonakampanie>

[8] j.w.

[9] Encyklopedia Zarządzania

## Task 5: Contrasting Green Marketing and Greenwashing (15 minutes)

During Task 5, participants in the workshop will need to determine if the social campaigns listed in the table align with green marketing principles or if they represent greenwashing. They will have 15 minutes to finish this task.

### EXAMPLE FORMULATION FOR THE TRAINER:

*Soon, everyone will get worksheet 5 from me. It includes various examples of social campaigns for environmental protection. Your job is to determine if the activities in the table align with green marketing principles or if they represent greenwashing. You have 15 minutes for this task. Once the time is up, each of you will share your findings.*



## WORKSHEET 5

Check out the list below showing social campaigns for environmental protection. Take a look and see if they align with green marketing principles or if they are instances of greenwashing. You have 15 minutes to finish this task.

LP.	A Publicity Campaign	Green Marketing / Greenwashing
1.	Credit Agricole Bank has launched an eco-friendly campaign producing debit/credit cards from sustainable materials. They also lead social initiatives like cleaning the seabed or rivers.	
2.	H&M, a clothing company in the fast-fashion sector, launches clothing collections labeled as "eco" or "sustainable fashion" to let customers know that these clothes are recyclable.	
3.	As a part of a social campaign, Coca-Cola sent empty drink bottles with a #wearechanging sticker to chosen journalists and influencers. The bottle was accompanied by a letter requesting the recipient to recycle it properly.	
4.	The #Trashtagchallenge involves cleaning up trash from a particular area. Participants in the challenge snap a "before" and "after" picture and share it on social media using the hashtag #Trashtagchallenge.	
5.	BIC offers disposable razors made of "bio" plastic.	

## WORKSHEET 5 - FOR THE TEACHER

LP.	A Publicity Campaign	Green Marketing / Greenwashing
1.	Credit Agricole Bank has launched an eco-friendly campaign producing debit/credit cards from sustainable materials. They also lead social initiatives like cleaning the seabed or rivers.	Marketing with an environmentally friendly approach.
2.	H&M, a clothing company in the fast-fashion sector, launches clothing collections labeled as "eco" or "sustainable fashion" to let customers know that these clothes are recyclable.	<p><b>GREENWASHING</b></p> <p>There isn't a legal definition for "sustainable fashion," so it can encompass a wide range of things. Additionally, in these businesses, only 20% of all textiles produced are recycled.</p>
3.	As a part of a social campaign, Coca-Cola sent empty drink bottles with a #wearechanging sticker to chosen journalists and influencers. The package included a letter requesting the recipients to dispose of the bottle in a suitable container for recycling.	<p><b>GREENWASHING</b></p> <p>Coca-Cola had to create a unique bottle for the campaign, adding to pollution on Earth.</p>
4.	The #Trashtagchallenge involves cleaning up trash from a particular area. Participants in the challenge snap a "before" and "after" picture and share it on social media using the hashtag #Trashtagchallenge.	Marketing with an environmentally friendly approach.
5.	BIC offers disposable razors made of "bio" plastic.	<p><b>GREENWASHING</b></p> <p>Selling plastic disposable items is not very environmentally friendly.</p>

## TASK 6: GREEN MARKETING ADVERTISING CAMPAIGN (1 HOUR)

During the workshop, participants will split into groups with a maximum of four people per group. The workshop leader will provide each group with the task details and necessary materials such as A3 paper, larger sheets of paper, markers, and sticky notes. Each group will work on designing and presenting an advertising campaign project promoting green marketing values using a mind map. The participants will have one hour to finish the task, and then each group will showcase their work.

### EXAMPLE FORMULATION FOR THE TRAINER:

*Please split into groups of up to 4 people. Each group will get the task details and materials needed. You will have cards, pens, and sticky notes. Your goal is to create and showcase an advertising campaign project that supports green marketing values using a mind map. You have 1 hour to finish. Once the time is up, each group will share their project results.*





# WORKSHEET 6

Together, in a group of 4 people, design and present, using a mind map, an advertising campaign project that will promote attitudes and values consistent with the concept of green marketing. The time allocated to complete the task is 1 hour. After the time has elapsed, each group will present the results of their work.

## NOTES

[illegible]

## TASK 7. Strength in a group! (30 minutes)

At the workshop, attendees will pair up. Each duo will focus on inviting others (customers, business partners, etc.) to participate in the environmental protection project. The invite will be spread via social media, like a post, a video with a company representative or a famous public figure endorsing the project, or by hosting an event. A 30-minute window is allocated for this task.

### EXAMPLE FORMULATION FOR THE TRAINER:

*Let's pair up and focus on inspiring people to participate in the environmental protection project. You can reach out through social media by creating a post, sharing a video featuring a company representative or a public figure supporting the cause, or planning an event. You have 30 minutes to complete this assignment.*



# WORKSHEET 7

Together, use social media to encourage other people (customers, business partners, etc.) to participate in the environmental protection project of which you are the author. It may be a published post, a recorded video in which a company representative or other well-known public figure encourages the initiative, or the organization of an event. An ecological initiative with a good slogan can be the key to success!

30 minutes were allocated for this task.

## NOTES

[illegible]

# Panel III

## Green marketing supports customers in making sustainable decisions.

Mini lecture - explaining concepts:

- **A consumer** is someone who buys goods and services for their own use or for other household members. They are the ones who decide to buy a product and are affected by advertising and marketing.
- **Sustainable development** is a socio-economic concept that envisions the advancement of civilization to fulfill the requirements of present-day society while considering the development prospects of future generations. It involves the concurrent progress of society, economy, and environment.
- **Purchase decisions** occur towards the end of the buying process when a consumer chooses to buy a particular product or utilize a specific service.



[10] <https://poradnikprzedsiębiorcy.pl/05-marketing-stworz-zielonakampanie>

[11] <https://www.teraz-srodowisko.pl/slownik-ochrona-srodowiska/definicja/zrownowazony-rozwoj.html>

[12] <https://cyrekdigital.com/pl/baza-wiedzy/decyzje-zakupowe/>

## Task 8: Interview questionnaire (45 minutes)

During the workshop, attendees will split into pairs. Each pair will work together to develop a questionnaire for gathering feedback on consumers' views of eco-friendly products and services. The participants will have 45 minutes to complete this activity.

### EXAMPLE FORMULATION FOR THE TRAINER:

*Let's split into pairs of 2. Each duo will create a questionnaire for surveying consumers' views on eco-friendly products and services. You have 45 minutes for this activity.*



## WORKSHEET 8

Let's work together to make a survey that we can use to ask consumers about their thoughts on eco-friendly products and services. We've got 45 minutes to do this.

1.....  
a).....  
b).....  
c).....  
d).....

2.....  
a).....  
b).....  
c).....  
d).....

3.....  
a).....  
b).....  
c).....  
d).....



## WORKSHEET 8 - SAMPLE QUESTIONS

Let's work together to make a survey that we can use to ask consumers about their thoughts on eco-friendly products and services. We've got 45 minutes to do this.

1. How frequently do you go shopping?
2. Where do you usually shop?
3. Do you purchase things on the internet?
4. Should I purchase organic items?
5. What products are most commonly used?
6. How much does a product being ecological affect the decision to buy it?
7. What's your reason for not purchasing organic products?
8. What are your thoughts on technologies that positively impact the environment?
9. How much do the prices of eco-friendly products affect their buying decisions?
10. How much do environmental protection ads affect your buying choices?
11. What do you think about companies incorporating environmental policies into their operations?
12. Does a company being environmentally conscious and responsible affect your decision to use its services?

## Task 9: Interview script (45 minutes)

Participants working in pairs need to create a scenario for a client conversation that will help the client make a well-thought-out decision. They have 45 minutes to complete this activity.

### Example Formulation for the Leader:

*Let's work on creating a conversation scenario with the client in pairs. The goal is to help the client make a well-thought-out decision after the discussion. Jot down your concept on Worksheet 9. You've got 45 minutes for this activity.*



## WORKSHEET 9

Below, write down the scenario of the conversation with the client, as a result of which he will make a balanced decision. You have 45 minutes for this task.

## NOTES

[illegible]

## WORKSHEET 9 FOR THE TEACHER.

Write down the conversation scenario with the client that will help them make a balanced decision. You have 45 minutes for this task.

### **Tips:**

1. Greet the customer and thank them for their interest in the company's offer.
2. Getting information from the client about their interest in sustainable development solutions.
3. Interviewing the client using a survey prepared beforehand.
4. Presenting the product offer with a focus on sustainable solutions.
5. Highlighting to the client the significance of the decisions made and their influence on the environment and, consequently, on the quality of their life.
6. Clarifying all uncertainties for the client.
7. Thanks for the interview and showing your interest in collaborating more.

## Task 10: Give encouragement and rewards (15 minutes)

Workshop attendees need to jot down 10 ideas on a worksheet about how to motivate customers to make sustainable choices. They have 15 minutes for this activity.

### Example Formulation for the Leader:

*I want each of you to think about how you can motivate your client to make sustainable choices. Jot down your thoughts on Worksheet 10, which I'll give you shortly. You have 15 minutes for this activity.*



# WORKSHEET 10

Consider how you can encourage your client to make sustainable decisions. Write down your ideas below. You have 15 minutes for this task.

## NOTES

[illegible]

## WORKSHEET 10 - FOR THE TEACHER

Think about ways to motivate your client to make sustainable choices. Jot down your thoughts here. You've got 15 minutes to complete this.

### **Tips:**

1. Creating a forum to facilitate the exchange of best practices and experiences between customers and the company, impacting sustainable decision-making.
2. Involving customers in eco-friendly initiatives.
3. Providing clients with workshops on making informed and responsible decisions.
4. Introducing a club card and earning points for buying eco-friendly products.
5. Discounts on environmentally friendly products.
6. Starting challenges.

# End of workshops (20 minutes)

The leader instructs the participants to form a circle and respond to the question one by one.

- *What was your favorite part of today's workshop?*
- *What do you want for yourself?*
- *What surprised you the most and grabbed your attention?*
- *How did the workshops impact you?*
- *What are you planning to alter about your behavior?*

**After the participants are done speaking, the moderator thanks them for taking part.**

During the workshops, participants are requested by the instructor to fill out evaluation forms.

After completing the surveys, the host distributes certificates.





# Evaluation Survey



## IMPLEMENTING GREEN MARKETING WITHIN THE COMPANY.

HELLO PARTICIPANT/HELLO PARTICIPANT,  
WE HOPE THE WORKSHOPS WERE ENGAGING FOR YOU AND THAT YOU  
LEARNED MANY FASCINATING THINGS.  
WE WOULD APPRECIATE YOUR FEEDBACK, SO THANK YOU FOR TAKING THE  
TIME TO FILL OUT THE SURVEY BELOW.  
THE SURVEY IS CONFIDENTIAL.

**DURING THE WORKSHOPS, WERE YOU GIVEN ANY ADVICE ON CREATING A  
MARKETING STRATEGY CONSIDERING GREEN MARKETING?**

☐ ABSOLUTELY YES    ☐ MOST LIKELY    ☐ PROBABLY NOT    ☐ DEFINITELY NOT

**DID THE WORKSHOP GIVE YOU HELPFUL TIPS AND TECHNIQUES ON RUNNING A  
MARKETING CAMPAIGN CENTERED ON THE IDEA OF ECOLOGICAL CORPORATE  
RESPONSIBILITY?**

☐ ABSOLUTELY YES    ☐ MOST LIKELY    ☐ PROBABLY NOT    ☐ DEFINITELY NOT

**DID THE WORKSHOPS GIVE YOU HELPFUL TECHNIQUES AND TOOLS FOR HAVING  
CONVERSATIONS WITH CUSTOMERS AND ASSISTING THEM IN MAKING  
SUSTAINABLE DECISIONS?**

☐ ABSOLUTELY YES    ☐ MOST LIKELY    ☐ PROBABLY NOT    ☐ DEFINITELY NOT

**WHAT WAS YOUR FAVORITE PART OF THE WORKSHOP AND WHY?**

.....

.....

**DO YOU WANT TO PARTICIPATE IN OTHER THEMED WORKSHOPS?**

☐ YES    ☐ NO

**IF YOU'RE INTERESTED, PLEASE LIST THE TOPICS THAT WOULD CATCH YOUR ATTENTION.**

.....

.....

**7. EXTRA REMARK**

.....

.....

**THANKS FOR FINISHING THE SURVEY!**



# CERTIFICATE

IT IS CONFIRMED THAT

.....  
PARTICIPANT'S FULL NAME

PARTICIPATED IN THE WORKSHOPS  
**"IMPLEMENTING GREEN MARKETING IN THE  
COMPANY"**

GREEN, SUSTAINABLE, AND RESPONSIBLE BUSINESS IS THE KEY FOR SUCCESS  
ERASMUS PROJECT NO. 2022-2-PL01-KA210-VET-000095393.

WORKSHOP FACILITATORS:

DATA:

LOCATION:



Co-funded by  
the European Union



## MORE INFORMATION ABOUT THE PROJECT AT OUR WEBISTE:

 [www.kreatywnidlabiznesu.pl](http://www.kreatywnidlabiznesu.pl)

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