



EXERCISES

GREEN MARKETING STRATEGIES

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EXERCISE 1

Task: Use the prompt below to create an eco-friendly product or service which aligns with market and consumer demands and environmental sustainability. The product or service can already exist; use the principles of green marketing, ethics and sustainability, as well as the brand image of your company, to make it unique to you and your target market.

1. Name of product/service: _____

2. Purpose of product/service: _____

3. Materials used: _____

4. Production process: _____

5. Transport/delivery process: _____

6. Ways in which you aim to reduce waste: _____

7. Durability and longevity: _____

8. Packaging: _____

9. Relevant environmental certifications: _____

10. Any other ideas (charitable donations, ways to engage with relevant stakeholders, ways to market the product, relevant statistics or data)

Share your idea with the group. At the end, ask the group if they have any further questions, concerns or feedback, and make note of the ideas.

EXERCISE 2

Task: Use the carbon footprint calculator linked below to estimate your webpage carbon footprint. [Websitecarbon.com](https://www.websitecarbon.com) calculates the energy and emission of a website using: data transferred over the wire; energy intensity of web data; energy source used by the data centre; the carbon intensity of electricity; and website traffic. Then, fill out the information below:

1. What rating did your website achieve?:

A+ A B C D E F

2. How much CO2 is produced every time someone visits your website?

3. Over a year with 1,000 monthly page views, your website produces:

As much CO2 as boiling water for _____ cups of tea

As much CO2 as _____ full charges of an average smartphone

4. Once you fill out the information, click on the link which explains how you can improve the energy rating of your website, and list the ideas for a plan of action below.

If your website achieved the A+ or A rating, list down things that you already do to make your webpage green; you can use this as part of a green marketing campaign for your business, to educate consumers and business owners alike, with your best practice.

How to improve the energy rating of my website:

Step 1:

Step 2:

Step 3:

Note: You must wait a minimum of 24 hours to recalculate the carbon footprint.

EXERCISE 3

Task: Carry out a consumer behaviour analysis, either for an existing product or service, or one you have created in Exercise 2. Conducting a consumer behavior analysis in relation to green marketing involves understanding the motivations, attitudes, and behaviors of consumers towards eco-friendly products and sustainable practices. For-profit organisations cannot function without customers, as all the activities of the company end with the consumer and their satisfaction, therefore we must study consumer behaviours on how they choose or eliminate products or consumer services (Sundaeswaran et al., 2022).

Consider your target market (who is going to be buying your product/service, and who is going to be using it, if different, be as specific as possible in using descriptive demographics such as age, gender, level of education, occupation, etc.).

Next, write down what you already know about your target market (any research your company has carried out, what you know from experience, or from media).

Now, conduct an internet search of further information of your target market. (you can use a mix of terms to help with your search such as “consumer behaviour analysis of your target market” or “recent behaviours of these particular consumers”).

- What are the recent trends? What are the changes which have recently occurred?
- What does your target market care about the most?

Finally, using the information above, give examples of how you can tailor your product or service in line with recent consumer behaviour. Think about what changes you can make to the packaging, design, production process, sustainability factors, supply chain, or durability of your product/service.

EXERCISE 4

Task: Design a poster or social media graphic showcasing your product, service, or company as green and sustainable, on the free Canva platform. Consider facts and figures, certifications, origin of any materials/packaging, any environmentally friendly properties, and energy efficiency/origin of product manufacturing or service operations.

In the age of climate change and environmental awareness, incorporating sustainability into marketing strategies is key to spread green messages of your company and engage with environmentally conscious consumers. By presenting your commitment to sustainability through showcasing sustainable practices of your company, you can create trust with your customers. You can easily do this through an informative graphic on Canva, to then print off or share in social media.

1. **Sign in to Canva:** Head to Canva.com or download the Canva app on your mobile, tablet or computer. Log in to your Canva account or sign up if you do not have one, using your email or other account options.
2. **Select a Template:** Navigate to the templates section and search for “sustainability” or “green company” to find suitable themes or start with a blank canvas to create your own.
3. **Customise the Canvas:** To alter any piece of the template to fit your company's branding, messaging, and desired customer presentation, simply click on it on the screen. You can also add your corporate logo and alter the colours of any aspects of the template.
4. **Add Text:** Use the text function by selecting the relevant tool on the left side of the screen, or by clicking on the text in your template. Using text, you can discuss your company's sustainability efforts and include messages regarding initiatives, green products, or achievements of your company.
5. **Add Graphics:** On the left hand side of the screen, graphic and element tabs are visible. Canva provides a library of free photos and graphics you can choose from, and edit their colours too! You can also upload your own images.
6. **Include Data or Statistics:** As a text or graphic feature, you can include relevant data or statistics that demonstrate your company's commitment to sustainability. This could include metrics such as your carbon footprint or company renewable energy usage.
7. **Review and Edit:** Review your design, making sure fonts are appropriate to the topic, writing is clearly visible, the colour scheme is suitable, graphics are appealing, and key data points easy to understand. You can ask someone else what catches their eye, and what perhaps may need to be readjusted.
8. **Download and Share:** After the final edit is done, you can download the graphic by clicking the button in the top right hand corner. Then, you can share it across your company's social media channels. Be sure to add an effective and eye-catching caption, to reiterate the main points of the graphic.

EXERCISE 5

Task: Plan a Customer Feedback Survey for your product or service, with the objective of finding out what is important to them as consumers, and their ideas on sustainability, as well as their experiences on your green products or services. You can use the results to help your company actions for improvement, as well as publish any results as part of a green marketing campaign on consumer satisfaction.

Write down five, short questions which can be distributed to your customers. Consider the following aspects into your survey:

- Satisfaction levels of the customers on your sustainability efforts and the products/services
- Customer packaging preferences
- Their personal perceptions on the importance of green or sustainable efforts
- Suggestion box for any improvements

EXERCISE 6

Task: Read the case study about the 'Patagonia' brand. Then, in small groups, answer the discussion questions.

Introduction: Patagonia, an American outdoor clothing manufacturer, has a long-standing commitment to sustainable and ethical practices. The company has built its brand on a deep commitment to environmental protection and responsible business practices.

Green Marketing Strategies: Patagonia discloses information about its supply chain, including the factories it uses and the environmental impact of these operations. The company regularly publishes reports on its path to sustainability, which increases consumer confidence.

Worn Wear Program: Patagonia has created a "Worn Wear" program that encourages customers to repair and reuse clothing rather than purchasing new products. This program not only extends the life of products, but also educates consumers about the impact of fashion on the environment.

Green Initiatives: The company invests in a variety of green projects, including renewable energy and regenerative agricultural practices. Patagonia also actively supports environmental organizations through a grant program.

Marketing Communications: Patagonia uses its marketing campaigns to raise awareness of environmental issues. One of their campaigns, "Don't Buy This Jacket", encouraged consumers to think about the need to buy new products on Black Friday, which sent a strong message of responsible consumption.

Results: These strategies contributed to increasing customer loyalty and improving the brand's image as a leader in the field of sustainable development. Patagonia is also experiencing an increase in sales, showing that sustainable practices can go hand in hand with commercial success. The Patagonia case study shows that sustainable practices can be an integral part of a business strategy that not only protects the environment, but also builds a strong, positively perceived brand. Such actions inspire other companies to adopt similar practices and demonstrate that sustainability is possible and profitable.

Discussion Questions:

- How does Patagonia integrate sustainability into its business strategies?
- What are the key benefits of implementing a sustainable development strategy in business activities, based on the example of Patagonia?
- What challenges or risks might companies face as they try to emulate Patagonia's sustainability model, and how can they overcome them?
- What potential obstacles, such as costs, changes in operations, market perception and stakeholder engagement, might Patagonia face?

EXERCISE 7

Task: Read the case study about the company 'IKEA'. Analyze the activities described, paying attention to key areas. Next, develop sustainability strategies for a fictitious or personally selected company. Include a comprehensive sustainability action plan that the company could implement at various levels of its operations to become more sustainable and socially responsible.

The sustainability action plan should include:

- **Material selection:** What sustainable materials can be used in production?
- **Energy:** What renewable energy sources can be used?
- **Waste management:** What reduction, reuse or recycling methods can be used?
- **Social responsibility:** What social activities can have a positive impact on local communities?
- **Customer education:** What educational initiatives can be introduced to increase customer environmental awareness?

Case Study - IKEA

IKEA is a perfect example of a company that actively creates its image as a socially and ecologically responsible partner. IKEA, founded in 1943 by Ingvar Kamprad in Sweden, started as a small company selling office supplies by mail. Thanks to its commitment to offering affordable, yet stylish and functional furniture, IKEA has quickly developed into one of the most recognizable furniture brands in the world. Today, IKEA is a global leader in furniture retailing, present in over 50 countries, with hundreds of stores around the world.

Creating the Image of a Responsible Partner

1. Sustainability in practice: IKEA has a long-standing commitment to sustainability as a key element of its corporate strategy. The company is committed to reducing its environmental impact, which includes everything from designing and manufacturing products to shipping and selling them. IKEA focuses on using renewable and recycled materials in its products. For example, it has committed to ensuring that all plastics used in products and packaging will be recycled or based on renewable sources by 2030. An example of this approach is the use of wood from certified, sustainable sources and the use of recycled plastic in the production of many products.

2. Renewable energy: IKEA also invests in renewable energy sources. The company has installed solar panels on the roofs of many of its stores around the world and has invested in wind farms to produce more renewable energy than it uses in its global operations. These initiatives are part of a larger goal to achieve a positive energy balance.

3. Waste reduction and recycling: IKEA also runs programs to reduce waste and increase recycling. The company actively encourages customers to return used furniture, which is then refurbished or recycled. Such initiatives not only help reduce waste, but also teach consumers responsibility for the product at every stage of its life.

4. Social responsibility: IKEA is also involved in numerous social projects. It cooperates with organizations such as UNICEF and Save the Children, supporting projects focused on education and improving the living conditions of children around the world. The company also runs local initiatives in the communities where its stores operate, offering training and employment to people from marginalized groups.

5. Transparency and stakeholder engagement: IKEA strives to be transparent in its sustainability activities by regularly publishing reports and updates on its initiatives. The company actively listens to its customers and employees, engaging them in dialogue on sustainable development and social responsibility.

6. Consumer education and engagement: IKEA not only pursues internal sustainability goals, but also actively educates its customers about sustainable living. IKEA stores often organize workshops and seminars to help consumers learn how they can live a more sustainable life. IKEA promotes a culture of responsibility and sustainability among its employees through training and educational initiatives. The company encourages its employees to be personally involved in ecological practices both at work and in their private lives.

Summary: IKEA is a great example of a company that not only talks about social and ecological responsibility, but also implements these principles at every step of its operations. Thanks to its actions, IKEA not only improves its operational efficiency and increases customer trust. IKEA's coherent strategy and commitment at many levels prove that large corporations can play a key role in promoting sustainable development.

Notes:

EXERCISE 8

Task: A supply chain plays a key role in the sustainable development of any company. Review your company's supply chain, identifying key elements that can be improved environmentally and ethically. Suppliers, manufacturing processes, logistics and packaging need to be considered.

Instructions:

1. Identify the key elements of the company's supply chain.
2. Analyze potential improvements and adjustments using green and sustainable solutions.
3. Develop proposals for change and prepare to present the review to the board.

Helpful questions to support discussion:

- What are the biggest challenges in switching to more sustainable sources?
- What are the benefits of making your supply chain more sustainable?
- What steps can be taken to provide greater transparency to customers?

EXERCISE 9

Task: A sustainability report allows you to communicate the company's activities in the area of sustainable development, presenting achievements and plans for the future. It is also a tool for building trust and transparency towards stakeholders. Draft an annual sustainability report that includes information about the company's sustainability activities, goals achieved and future initiatives, and identify methods to promote the report (e.g. social media).

Instructions:

1. Identify the key elements of the company's supply chain.
2. Analyze potential improvements and adjustments using green and sustainable solutions.
3. Develop proposals for change, to prepare to present the review to the board.
4. Collect data and information about the company's activities.
5. Create a draft report divided into sections.
6. Verify the data and make final edits to the report.

Helpful questions to support discussion:

- What information is most valuable to the stakeholders?
- How can we measure and report sustainability progress?
- What new sustainability goals should we set for the coming year?

EXERCISE 10

Task: Sustainable leadership requires understanding the impact of business decisions on the environment and society, and is crucial to effectively implement green marketing techniques and processes. Develop an agenda for a workshop for your team that teaches how to integrate the principles of sustainable development and green marketing with everyday practices of managing a sustainable company image.

Instructions:

1. Exchange experiences in managing a sustainable company image within a small group.
2. Perform a competency analysis of a green leader.
3. Develop a workshop plan with justification for each session. Workshops should have between 4-6 modules.
4. Present your idea to the trainer or group.

Helpful questions to support discussion:

- What are the most important characteristics of a balanced leader?
- What changes in organizational culture are needed to support sustainable development?
- How can we motivate and engage our employees in pro-ecological activities?
- What competences and knowledge are necessary for managers?