

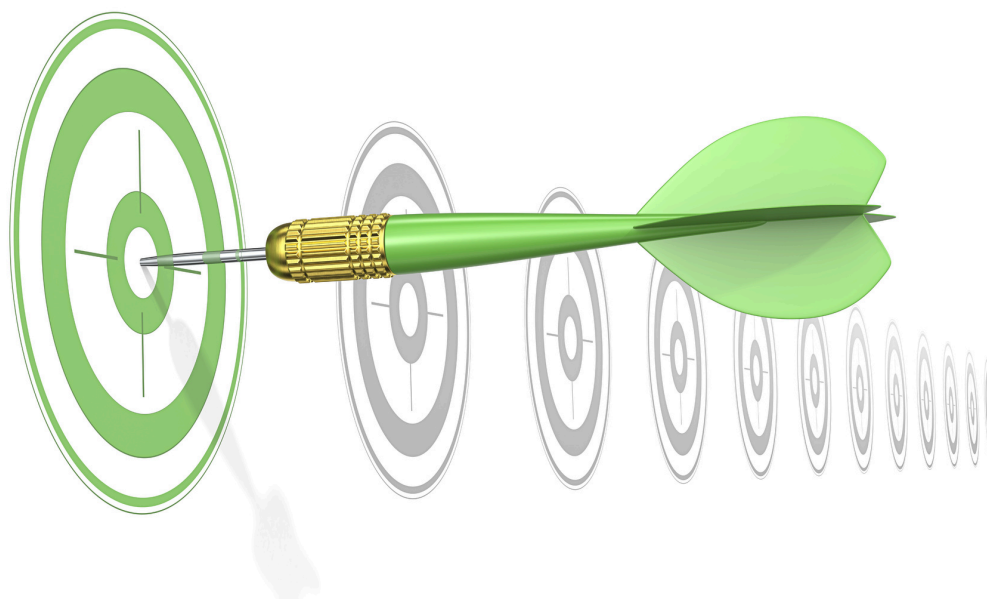


# WORK CARDS

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## GREEN MARKETING STRATEGIES

PROJECT NO. 2022-2-PL01-KA210-VET-000095393



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# WORK CARD 1

**Task:** Explain how the actions of your organisation fit within the 4R premise. It can relate to the product, lifecycles, charitable efforts, business systems or operations  
- anything that links to the key terms.

## *Reuse*

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## *Reduce*

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## *Repair*

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## *Recycle*

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# WORK CARD 2

**Task:** Using the mind map bubble below, provide at least five ideas or recommendations for your organisation can integrate green marketing practices into its marketing strategy to better appeal to eco-conscious consumers, enhancing overall consumer orientation. Include how your strategy can be changed to focus on customers, their needs, and values.



# WORK CARD 3

**Task:** Answer the five questions below, as either true, or false. The answers are located upside down at the bottom of the page. If you get answers incorrect, make sure you discuss your answer to understand all terms and ideas.

1. Greenwashing refers to the deceptive practice of falsely marketing a product or service as environmentally friendly.

*True / False*

2. Green marketing is solely about promoting products; it does not include advocating for sustainable business practices.

*True / False*

3. Green marketing efforts often involve educating consumers about the environmental impact of their purchasing decisions.

*True / False*

4. Green marketing strategies are always more expensive to implement compared to traditional marketing methods.

*True / False*

5. Green marketing can involve the use of recycled or biodegradable packaging materials.

*True / False*



True, False, True, False, True

# WORK CARD 4

**Task:** How can your organisation use the ideas and theories behind green marketing when making decisions based on the transport and logistics systems? Can the choices and actions which aim to protect the environment be positively and ethically marketed to show your company as being green? Write down one way this can be done for each stage.

## *Shipping*



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## *Transport*



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## *Storage*



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## *Delivery*



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# WORK CARD 6

**Task:** Divide yourselves into smaller groups of 3-5 people. In these groups, discuss how the definitions can be applied to your company or brand. Then, choose one of the definitions and discuss what specific steps you can take to integrate the principle into your company's operations.

Finally, present your answers to the rest of the participants.

## Definitions of key terms:

### 1. Ecological Brand (Green Brand):

- **Definition:** A brand that is identified by consumers as environmentally conscious, including in both its production processes and the final product.
- **Example in practice:** Products that have ecological certificates, such as Fair Trade.

### 2. Green Brand Management:

- **Definition:** The process of strategically managing a brand to strengthen its ecological image and build consumer trust through consistent actions to protect the environment.
- **Example in practice:** Regular environmental audits, transparency in communication related to pro-ecological activities.

### 3. Creating a Green Brand:

- **Definition:** The process of designing and launching a brand that is integrated with sustainability values from the very beginning.
- **Example in practice:** Starting a business by selecting suppliers with ecological certificates, or designing recyclable products.

### 4. Sustainable Development:

- **Definition:** Development that meets the needs of the present without compromising the ability of future generations to meet their own needs (Brundtland, 1987).
- **Example in practice:** Using renewable energy sources, minimizing production waste, optimizing resource consumption.

### 5. Carbon Footprint:

- **Definition:** The total amount of greenhouse gas emissions, expressed in carbon dioxide equivalent, that are generated by a product, service, organization, event or person.
- **Example in practice:** Calculating the company's carbon footprint and taking actions to reduce it by, for example, more efficient use of energy or switching to renewable sources.



# WORK CARD 7

**Task:** Divide yourselves into smaller groups of 3-5 people. Each group then selects one company and shows how they can implement the principles of green marketing. The task is to identify the strengths and weaknesses in the company's strategy and propose improvements. Then, prepare a presentation in which you present a plan to implement selected green marketing strategies.

Finally, present your answers to the rest of the participants. Presentations will be judged on creativity, realism and potential environmental and social impact.

Company name:

STRENGTHS	WEAKNESSES

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# WORK CARD 8

**Task:** Choose the most appropriate answer for each of the following questions. Think through each question and try to choose the answer that best reflects the principles of sustainable development and brand management.

## What is an "organic brand"?

- A) A brand that uses green colors in its advertising
- B) A brand that takes into account the impact of its activities on the environment
- C) A brand that uses only organic raw materials
- D) A brand that is popular among young people

## Which action is not an example of sustainable brand management?

- A) Systematic reduction of production waste
- B) Regular use of animal testing
- C) Use of renewable energy sources
- D) Implementation of recycling programs

## What action can help a company build an ecological brand?

- A) Increasing the use of plastic packaging
- B) Ignoring customer opinions about products
- C) Implementing initiatives to increase environmental awareness among consumers
- D) Limiting investments in new technologies

## What does a company's "carbon footprint" mean?

- A) The amount of carbon dioxide emitted by the company's employees
- B) The total amount of greenhouse gas emissions created by the company
- C) The company's growth rate in the international market
- D) The amount of waste produced by the company

## Why is sustainability important for companies?

- A) Helps avoid paying taxes
- B) Reduces the need to hire employees
- C) Helps build a positive image and attract customers
- D) It is only required in large multinational corporations

## Which of these factors is not a benefit of having a sustainable brand?

- A) Increased customer engagement
- B) Higher operating costs
- C) Improved competitive position
- D) Increased stakeholder trust



# WORK CARD 9

**Task:** Complete the worksheet below using the question prompts.

**List 10 reasons why sustainability is important to companies.**

- |    |     |
|----|-----|
| 1. | 6.  |
| 2. | 7.  |
| 3. | 8.  |
| 4. | 9.  |
| 5. | 10. |

**Make a list of 5 benefits that a company can achieve through sustainability.**

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_
- 5. \_\_\_\_\_

**Choose one benefit and present arguments why it is important to companies.**

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**Analyse what actions the company can take to implement sustainable development.**

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**Prepare a list of actions that can be taken in a company to promote sustainability among employees and customers.**

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# WORK CARD 10

**Task:** Complete the worksheet below using the question prompts.

**Explain the concept of green marketing - what do you understand by it? Create your own definition of green marketing.**

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**List 5 benefits of green marketing for organizations**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

**Identify areas where the organization can implement green initiatives**

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**Identify 5 specific environmental goals**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

**How can you encourage your colleagues to actively participate in your company's green marketing initiatives? How can you build awareness of green marketing among your colleagues?**

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