



WORKSHOP SCENARIO 16H

GREEN MARKETING IN BUSINESS



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WORKSHOP AIMS:

The workshop aim is to acquaint participants with green marketing, emphasizing its significance in business and practical use.

Participants will acquire the skills to create and execute sustainability-focused marketing strategies.

PARTICIPANTS

Managers, marketing specialists, business owners, management and marketing students, and all interested individuals

MATERIALS:

- Computer Projector
- Flipchart and markers
- Educational materials and worksheets
- Case Study Examples
- Access to the Internet



DAY 1

Hours: 9:00 AM - 5:00 PM

I. INTRODUCTION

9:00 - 12:00 (3H)

MATERIALS: / INTRODUCTION VIDEO/ PRESENTATION 1,2,3 /
PODCAST 1 / WORKCARD 1 & 2 /

TOPICS:

- Green Marketing Introduction
- The instructor will choose presentation 1, 2, or 3
- Introduction and overview of the workshop objectives
- The definition and significance of green marketing in business
/ Podcast 1 /

II. THE SIGNIFICANCE OF GREEN MARKETING FOR COMPANIES

- Ecological marketing strategies / Workscards 1 & 2 /
- Profile of an eco-conscious consumer.
- Ecological consumer trends
- Discussion: Why green marketing is important for your business?

BREAK 30 minutes



III. GREEN MARKETING STRATEGIES

12:30 PM - 3:00 PM (2,5 H)

MATERIALS: / EXERCISE 6 /

TOPICS:

- Primary green marketing strategies and tactics
- Engaging customers on sustainability
- Enhancing the company's reputation through eco-friendly marketing strategies.
- Group exercise: Formulating a sustainable marketing plan for a chosen organization
- Discussion

BREAK 30 minutes

IV. IDENTIFY THE ESSENTIAL COMPONENTS OF THE COMPANY'S SUPPLY CHAIN

3:15 PM - 4:30 PM (1,5 H)

MATERIALS: / EXERCISE 9 /

TOPICS:

- Analyzing potential enhancements and modifications utilizing green and sustainable solutions.
- Developing proposals for change and prepare to present the review to the board.



- Gathering data and information regarding the company's operations.
- Generating a preliminary report segmented into sections.
- Verifying the data and finalizing edits to the report

V. SUMMARY OF THE DAY

4:30 PM - 5:00 PM (30 MIN)

- Daily Recap
- Reflection
- Q&A



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DAY 2

Hours: 9:00 AM - 5:00 PM

I. INTRODUCTION - Outlining the agenda for the day
9:00 AM - 9:30 AM (30 MIN)

TOPICS:

- Green Marketing continuation

II. DISCUSSION - INTRODUCTION TO SESSION III
9:30 AM - 10:30 AM (1 H)

MATERIALS: / PODCAST 2 /

III. PERFORMING AN ANALYSIS OF CONSUMER BEHAVIOR FOR A PRODUCT OR SERVICE DEVELOPED

10:30 AM - 13:30 PM (BREAK 15 MIN 12:00 PM - 12:15 PM)

MATERIALS: / Exercises 2 & 3 /

TOPICS:

- Performing an analysis of consumer behaviour for a product or service developed in exercise no. 2



- Analyzing consumer behavior regarding green marketing entails
- Comprehending consumers' motivations, attitudes, and behaviors towards eco-friendly products and sustainable practices.

BREAK 30 minutes

IV. Creating a poster highlighting your product or service using green marketing strategies using CANVA 2:00 pm - 4:15 PM (2H 15 MIN)

MATERIALS: / EXERCISE 4 /

TOPICS:

- Creating a poster or social media graphic highlighting your product, service, or company as environmentally friendly and sustainable using green marketing strategies with the Canva platform at no cost
- Green Marketing Strategies in Business: 15:45 - 16:15 (30 min) Summary

V. SUMMARY OF THE WORKSHOPS 4:15 PM - 5:00 PM (45 MIN)

- Question and Answer Summary
- Handing out Certificates
- End of workshops