

Green Communications

**Environmental sustainability in business
is the art of profiting from the customers'
needs without harming the world around
us.**



Today`s Meeting

- **Are Green Comms a true topic?**
- **Why communicate Green?**
- **“Old” vs “New” Marketing**
- **The Black and White about Green**

Are Green Comms a true topic?

- **Dominant theme of 2008 and 2009**
- **Organisations are keen to demonstrate their green credibility**
- **New world daily agenda – it's not just the business case, it's the moral case**
- **the new race for companies**

There is a Green Comm niche:

- **Media and media departments**
- **Green PR and PR Green**
- **Magazines**
- **Reports**
- **Events**
- **Associations**
- **Consultancies**
- **Environmental jobs**
- **Professional organisations**

Do Green Communications require specialized knowledge?

Why communicate Green ?

- **The change in the natural environment**
- **The green economy is coming faster – it is not a fad or soft issue**
- **Green Comms are a fast – moving area**
- **It fits to the marketing's nature**
- **Sustainability: Marketing could help sustainability, but sustainability could transform your marketing for one better too.**

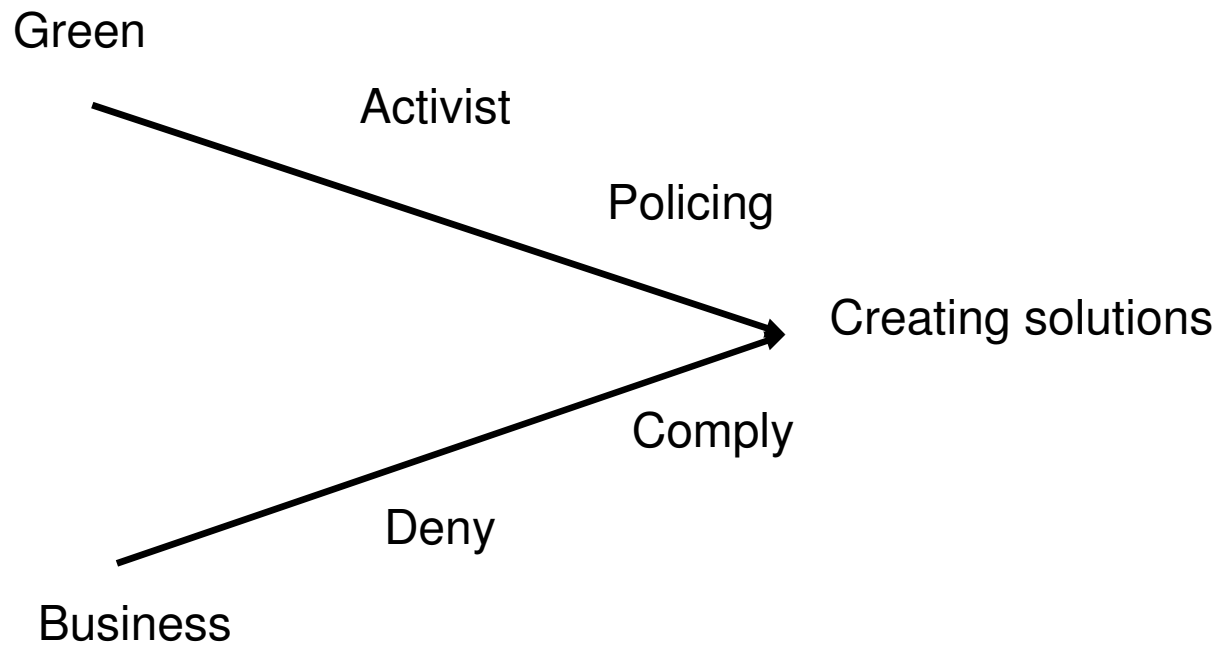
The „Old“ Marketing Paradigm

- **Marketing creates demand**
- **Creates unwanted products, “Imagewashing”**
- **An advertising message delivered through mass media – passive audience**
- **Green issues vs. marketing – one rejects consumerism, the other fuels it**

The „New“ Marketing Paradigm

- **Marketing educates and creates value for the consumers and companies**
- **Green Comms are brand awakener**
- **Sustainability is a new paradigm – need of innovations and more insightful marketing**
- **Uses the same tools, but not only...**
- **Meets growing consumer literacy, marketing resistance and cynicism**
- **Altruism tells part of the story...**

Meet the „old“ and the „new“ Marketing



Black and White about Green

Black

- **Greenwashing phenomenon**

Unjustified appropriation of an environmental virtue by a company, industry, government... to create a pro-environmental image

- **Greenwashing Temptation**

- **A desire to differentiate products**
- **A bid to enhance reputation**
- **Deflation of pressure for regulatory change**
- **Persuading critics that organisations are well-intentioned and have changed their ways**
- **Seeking to expand market share**
- **Attracting investors – especially ethical investors**
- **Enthusiastic but misguided management**



GREEN WASH
station

**Вие пазарувате,
ние мием!**

**САМО СЕГА
-20%**

ПОЧИСТВАНЕ НА АВТОМОБИЛИ
ЦЕНИ

ВЪНШНО КОМПЛЕКСНО

Лек автомобил

10 лв.

17 лв.

Джип

13 лв.

20 лв.



Green Comms – the spin

- **Distinction between benefits of products, package and service**
- **Overstatement of environmental attribute**
- **Comparative claims**
- **General environmental benefit claims**
- **Degradable/ biodegradable/ photodegradable.
Compostable/ recyclable**

White

- **According to the American Marketing Association, green mktg is the mktg of products that are presumed to be environmentally safe**
- **Thus green mktg incorporates a broad range of activities including product modification, changes to the production processes, packaging changes as well as modifying advertising**
- **This requires different knowledge from the professionals in the field and increased communication with environmental professionals**

Green Comms - the substance

- **Internal ethical rules**
- **Presence of measurable practices and initiatives**
- **Improved knowledge about the general context**
- **Declared public engagement and regular reporting**
- **Avoid general, misleading, false statements**
- **Reduce the environmental impact and measure it**
- **Bring professional inside into everyday activities**
- **Go above and beyond what one would expect from a communication specialist**
- **Help companies to get their houses in order ensuring a roadmap for a sustainability journey**

Use a special knowledge

- **Bring professional insight into everyday activities**
- **Go above and beyond what one would expect from a communication specialist**
- **Help companies to get their houses in order ensuring a roadmap for a sustainability journey**

The five I's by John Grant

- **Intuitive – making better alternatives accessible and easy to grasp**
- **Integrate – combining commerce, technology, social effects and ecology**
- **Innovative – creating new products and new lifestyles (g-commerce like e-commerce)**
- **Inviting – that the green choice is no a sacrifice, difficulty and awkwardness**
- **Informed – the green mktg I'm proposing has very little to do with brand image it's about education and participation**

Green, Greener, Greenest...

- **Green – setting new standards, communicate (only commercial objectives)**
- **Greener – sharing responsibility – collaborate (green and commercial objectives)**
- **Greenest – supporting innovation - cultural reshaping (cultural objectives as well)**

How well we communicate with each other about nature and environmental affairs will determine how well we address the ecological crisis