

**GET-UP Lesson Plan for the CPD-Programme**  
**Module 9 – Case Study Part II: How to create a business? Providing Information**

**ANNEX 5: STEPS TO A SUCCESSFUL GREEN MARKETING**

**1. Educate the customers:**

- A lot of customers are interested in green products, without being totally aware of what green products should provide, or what sort of positive impact they actually impose on the environment.
- That's why companies not only have to promote their products but also explain the larger context of global warming, environmental pollution, waste etc.

**2. Build better products:**

- Especially in the technical branch of industry, e.g. the automobile industry, green products still have a negative image in terms of quality and performance.
- That's why companies have to close the gap between conventional and green products, either in their perception or in their quality.

**3. Be honest:**

- Consumers often tend to mistrust the companies claims to produce totally green products.
- That's why companies, with the goal to be "green", should by all means target a policy of transparency and honesty towards their customers.
- Misleading your customers, will most probably lead to a rapid damage of a company's reputation and credibility.
- Examples for misleading consumers are:
  - ◊ "green" advertising campaigns for product features that are mandatory by law
  - ◊ only highlighting the positive aspects of your product while keeping the negative aspects a secret

**4. Offer more:**

- It often appears that green products are more expensive than conventional products.
- That may result of more exclusive ingredients or more expensive distribution channels.
- Because of this green products have to offer more. Their extra value has to be pointed out, e.g. energy efficiency, their environmental benefits, better quality, etc.

**5. Bring products to the people:**

- To produce green products isn't enough, companies have to make sure that their products are easy to find and purchased on a broad basis.
- Therefore companies have to make sure, that retailers and wholesalers advertise and display green products properly.

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