

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.

Source: https://www.emspi.eu/images/results/pdf/annex_xx_greenmarketing_amsterdam.pdf