

Lecture 8: Communications

Episode 2: Sustainability Marketing Messages

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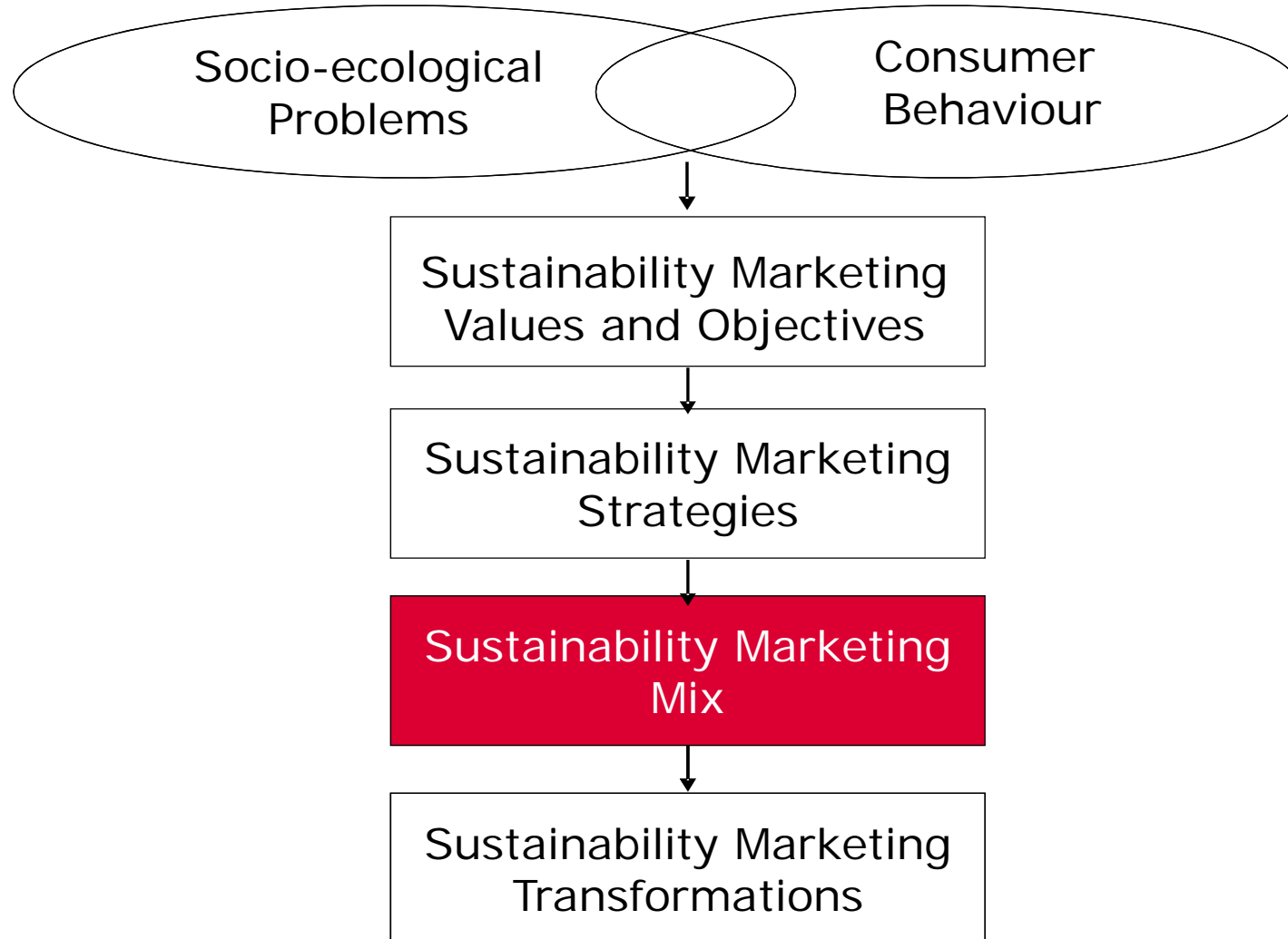
 DBU 

Deutsche Bundesstiftung Umwelt





Lecture 8: Overview



Source: Belz and Peattie 2012, p. 30



Lecture 8: Overview

Episode 1: Communications Media

Episode 2: Sustainability Marketing Messages

Episode 3: Case Study – ONE Water



Learning Outcomes

Learning Outcome 1:

Appreciate the different types of appeal that sustainability marketers can use to engage their consumers.

Learning Outcome 2:

Become familiar with ways of developing messages and types of communication campaigns that are effective.

Learning Outcome 3:

Understand the concept of greenwashing and how sustainability marketers can avoid it.



Structure of the Episode

1. Getting the Message Right - Types of Sustainability Appeals
2. Labelling
3. The Dangers of Greenwashing



Types of Sustainability Appeals

- **Financial appeals**
(save money, save the planet);
- **Management appeals**
(our company is part of the solution);
- **Euphoria appeals**
(pure, healthy, natural);
- **Emotional appeals**
(save the kids, polar bears);
- **Zeitgeist appeals;**
- **Other**
(e.g. celebrity endorsement).



Futerra's 10 Rules for Sustainability Messages

1 big picture

make connections, demonstrate long term thinking, blow myths

2 technically correct

be trustworthy, provide transparency, give real facts

3 be cool

be sexy, mainstream, non-patronising, brave – stand out!

4 belong

join a massive worldwide change, start positive conformity, join a success

5 only stories work

empathy and emotions are powerful, use stories to hold people's attention

Source: www.futerra.co.uk/story



Futerra's 10 Rules for Sustainability Messages

6 optimism

sustainable development is achievable, avoid too much guilt

7 glory button

'sustainable development makes you a great person and we love you for it'

8 change is for all

break stereotypes, use inclusive language and images, push mass ownership

9 we need more heroes

introduce icons to emulate – 'be like me'

10 personal circle

relate big ideas to everyday life, give them a familiar context

Source: www.futerra.co.uk/story



Labelling

- Sustainability labels can carry a variety of types of message about the product, the company behind it and particular related sustainability issues;
- Such labels can be voluntary or mandatory, and vary in the number of issues they address and the depth of information they provide;
- They can communicate properties that consumers may want to avoid (e.g. air freight) or properties that may attract consumers (e.g. organic or Fair Trade).
- Verification of labels is crucial, and the style of verification that underpins a label is important to communicate clearly.



Examples of Sustainability Food and Non-Food Labels



www.fairtrade.net



www.bio-siegel.de



www.msc.org



www.rainforest-alliance.org



www.nordic-ecolabel.org



www.fsc-deutschland.de



<http://en.european-bioplastics.org>



www.c2ccertified.org



Timberland's 'Nutritional' Boot Labels

WHAT KIND OF FOOTPRINT WILL YOU LEAVE?
Every Timberland shoe now carries a nutritional label. So you know exactly what went into making the shoes you put on your feet.



	OUR FOOTPRINT	NOTRE EMPREINTE
	Climate Impact¹ Incidences sur le climat¹	
SOLAR, WIND AND WATER ENERGY THAT POWERS OUR FACILITIES	Use of renewable energy <i>Utilisation d'énergie renouvelable</i>	6.6%
	Chemicals Used² Produits chimiques utilisés²	
FOOTWEAR THAT USES ALTERNATIVES TO PVC PLASTIC	PVC-free <i>Sans PVC</i>	74.4%
	Resource Consumption Consommation de ressources	
OUR TOTAL USE OF RENEWABLE, ORGANIC AND RECYCLED MATERIALS	Eco-conscious materials ³ <i>Matériaux écologiques³</i>	3.4%
	Recycled content of shoebox <i>Contenu en matières recyclées de la boîte de chaussures</i>	100%
	Trees planted through 2006 <i>Nombre d'arbres plantés en 2006</i>	600,000

YOUR TRASH IS OUR BOX

OUR GOAL IS TO PLANT 1 MILLION TREES BY 2010

[READ MORE ABOUT OUR CORPORATE SOCIAL RESPONSIBILITY](#)

Source: Timberland (<http://community.timberland.com/Earthkeeping/Our-Footprint>)



TerraChoice – 7 Deadly Sins of Greenwashing

1. Hidden trade-offs;
2. No proof;
3. Vagueness;
4. Irrelevance;
5. Fibbing;
6. Lesser of two evils,
7. “Sin of Worshiping False Labels”



Source: <http://sinsofgreenwashing.org/>



Source: <http://terrachoice.com>



Greenwashing False Labels

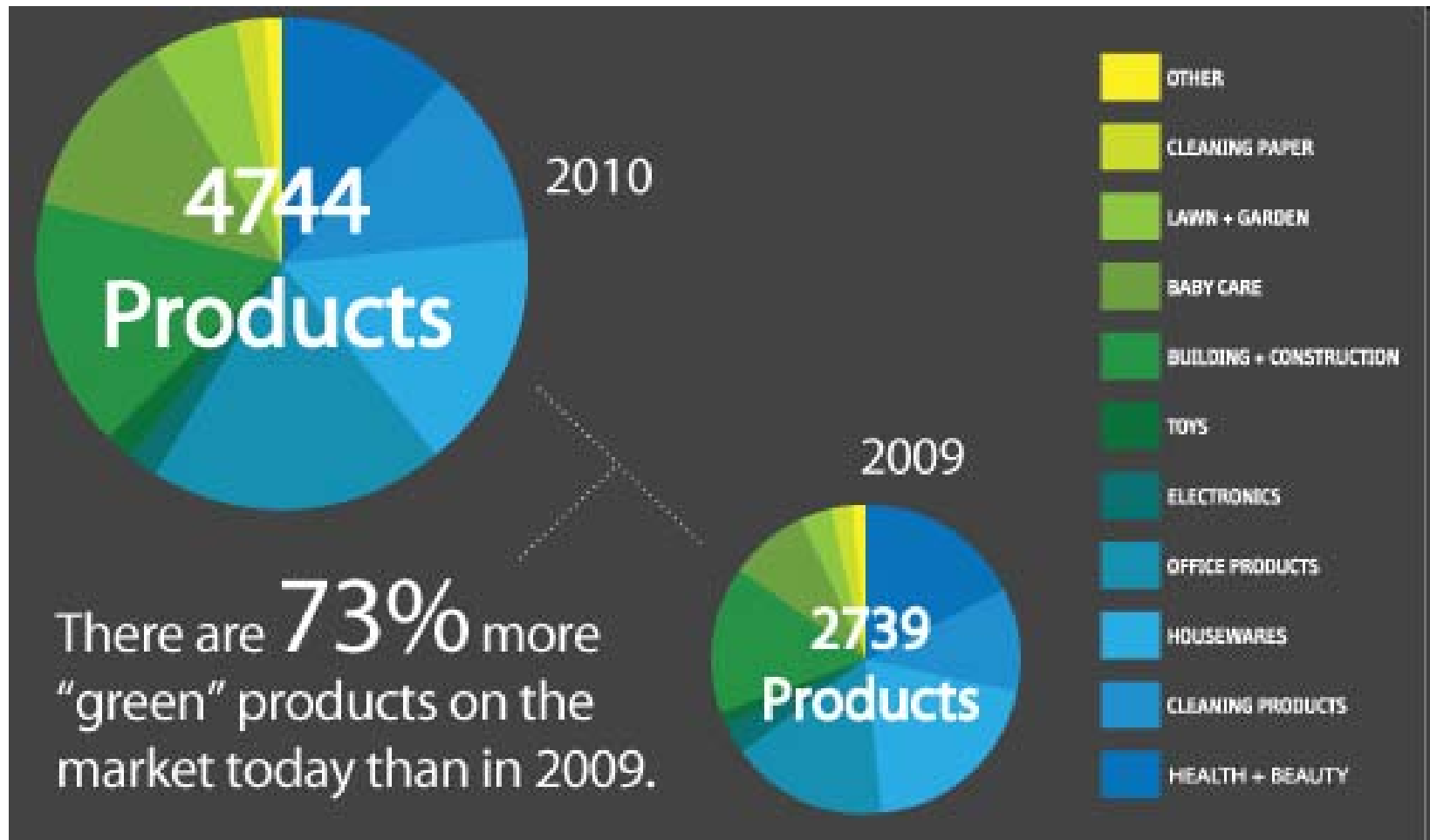
This 'Green' label can be bought online by companies for just \$ 15.



Source: GREEN CERTIFIED SEAL PATH



TerraChoice Found a Growth in 'Green' Product Availability



Source: TerraChoice (<http://terrachoice.com>)



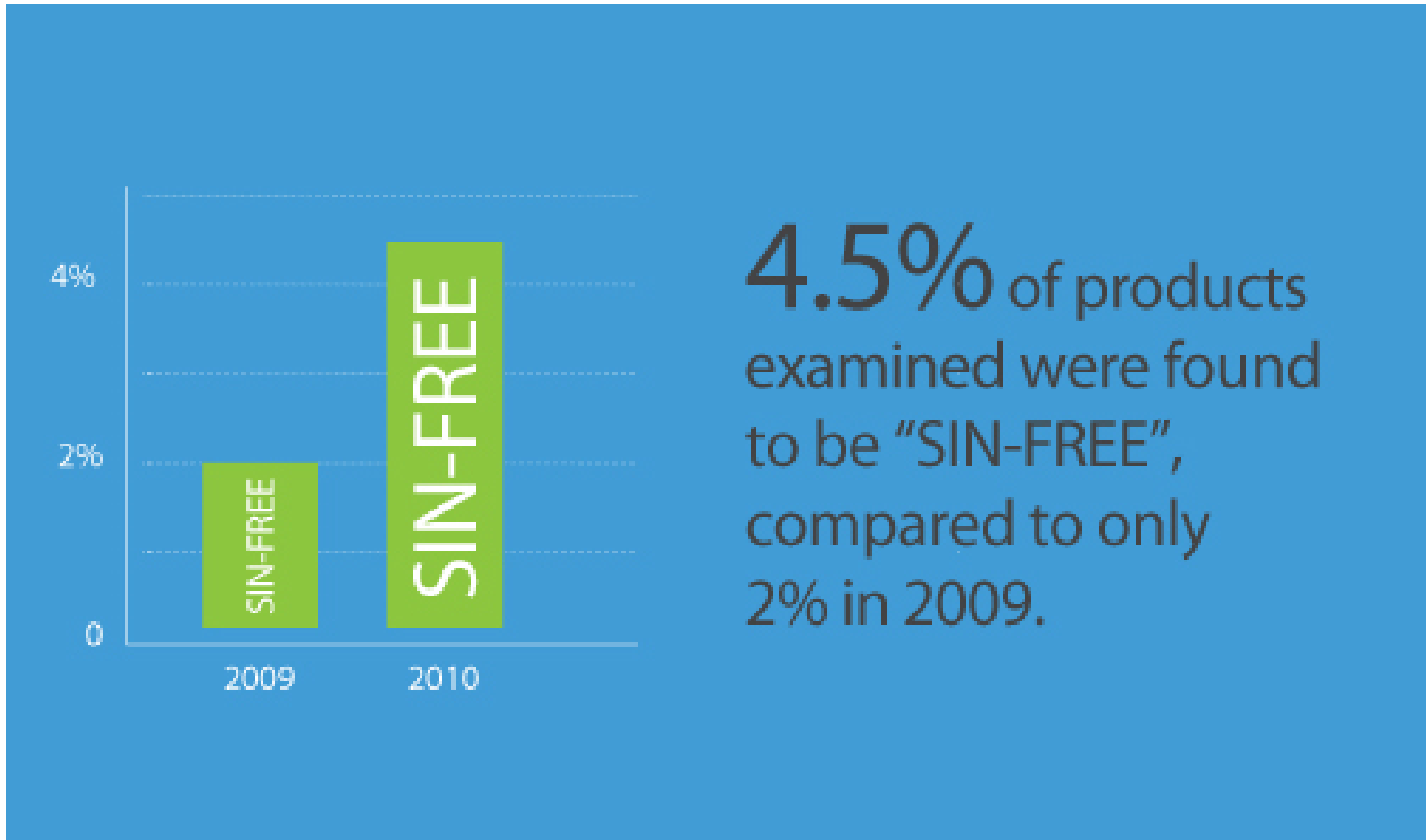
The Prevalence of Greenwashing



Source: TerraChoice (<http://terrachoice.com>)



Proportionally Claim Accuracy is Improving



Source: TerraChoice (<http://terrachoice.com>)



Sustainability Marketing Communications Challenges

Apart from just ensuring that you don't greenwash by accident or design, there are a number of key communications challenges:

- Sustainability issues tend to be complicated and poorly suited to discussing on small labels or in short advertising slots;
- The issues are often very serious, but consumers increasingly want to be entertained, making striking a balance difficult;
- Online channels are increasingly vital, but can be hijacked, manipulated or 'astroturfed'.



Review and Discussion Questions

1. What are the different types of appeal that sustainability marketers can employ within their messages?
2. What are the different sins of greenwashing that sustainability marketers need to ensure they avoid?
3. Why might communications be more difficult in sustainability marketing than conventional marketing?



References

- Belz, F.M., Peattie, K. (2012): Sustainability Marketing: A Global Perspective, 2. ed., Chichester: Wiley, p.197-229.
- Ottman, J.A., Stafford, E.R. & Hartman, C.L. (2006): 'Green marketing myopia', Environment, 48(5): 22–36.
- TerraChoice (2010), The Greenwashing Report: Homes and Family Edition, <http://sinsofgreenwashing.org/findings/greenwashing-report-2010/>



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