

Lecture 11: Transformations

Episode 2: External

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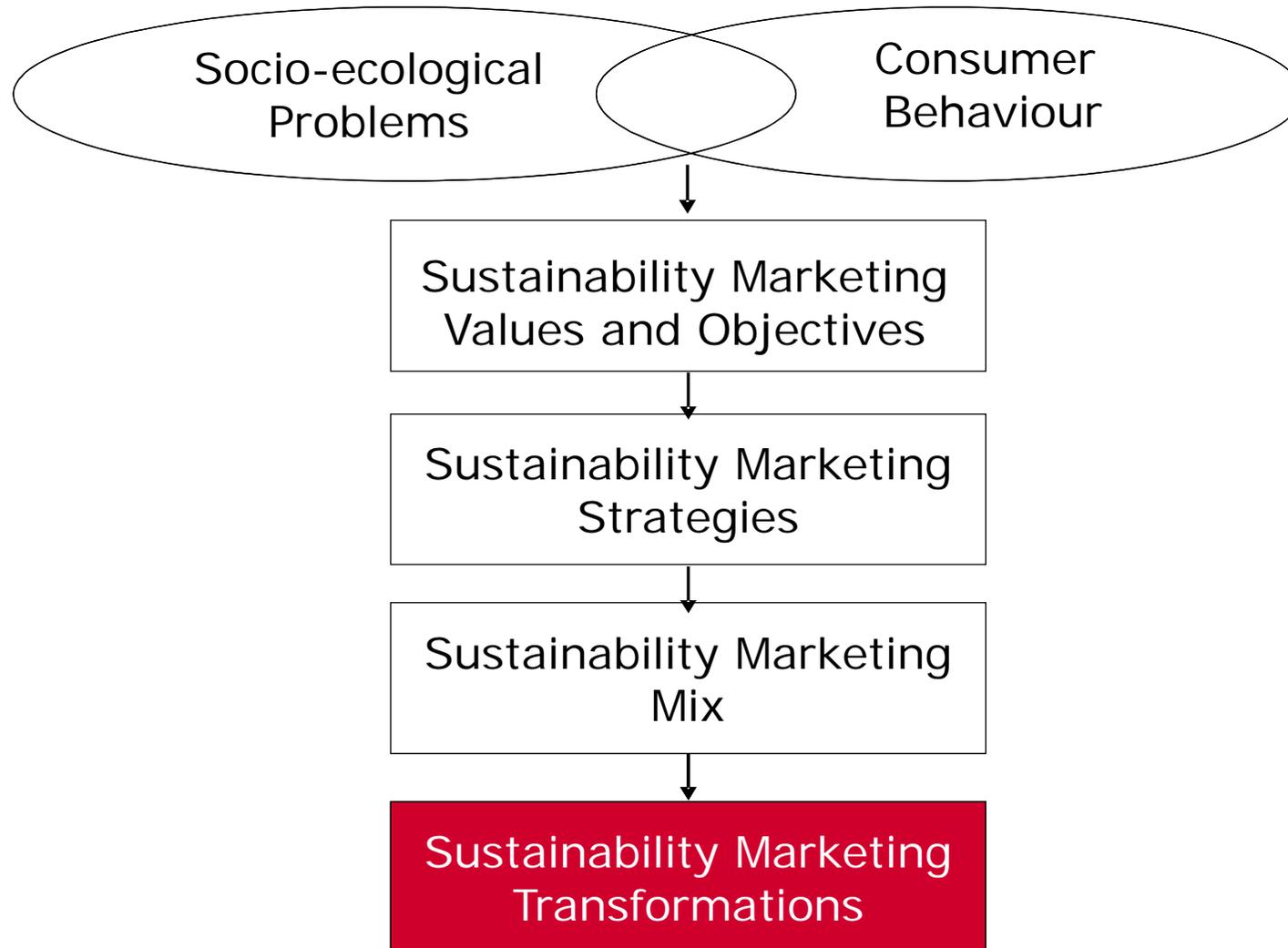

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Lecture 11: Overview





Lecture 11: Overview

Episode 1: Internal

Episode 2: External

Episode 3: Interview



Learning Objective

Learning Objective:

Describe the starting point of *external* sustainability marketing transformations *by* companies.



Structure of the Episode

- Market Transformations
- Political Transformations
- Social Transformations
- Possibilities and Problems



Market Transformations

- Choice Giving
- Choice Influencing
- Choice Editing



Market Transformations



Choice Giving

Source: Mobility Genossenschaft 2012



Market Transformations



Choice Influencing

Photo: GV Students
Source: <http://en.wikipedia.org/wiki/File:FreitagBag.jpg>



Market Transformations

Choice Editing



Photo: KMJ

Source: http://en.wikipedia.org/wiki/File:Gluehlampe_01_KMJ.png





Market Transformations



Photo: Armin Kübelbeck

Source: http://en.wikipedia.org/wiki/File:Energiesparlampe_01_retouched.jpg





Political Transformations

Sustainable Business Associations

- World Business Council for Sustainable Development
- UN Global Compact
- American Sustainable Business Council
- European Bioplastics
- ...



Political Transformations



Collection • Store Locator • About Katvig

a new read on katvig for autumn/winter 2012

- » fest på katvig
- » sikker hje(l)m campaign
- » katvig degradable bags
- » chronicle from berlingske tidende
- » katvig carpets for better children
- » is it a ball or a bag
- » learn more about the person behind the company
- » katvig™ one out now!
- » katvig™ spring / summer 2012 collection
- » katvig outerwear aw12
- » a new read on katvig for autumn/winter 2012

A new read on Katvig for Autumn/Winter 2012



A new read on Katvig for Autumn/Winter 2012



CONTENTS: AUTUMN / WINTER 12

p2 We're all activists

Get involved, make waves!

p6 Detoxed Fashion

Katvig makes toxic-free clothing

p8 Detox Our Future

It Matters To Protest

p10 Sustainability School

Invite your customers to a day in school

p12 Autumn

Time for families to play Strategoi!

p14 Katvig The Brand

Discover our unique selling points

p18 Be Cool Kid

Discover the new collection

p25 Katvig™ Outerwear

Super fitting, functional and made from environmentally friendly materials & designed to be reclaimed and recycled

p31 Green Barometer

100% percent of the collection has been awarded with a smiley

We're all activists

Our relationship to everyday items has radically changed during recent times. It used to be custom to exchange goods with family, friends and neighbours, share tools, car-pool and dispose of clothes only when they were beyond use. Our modern throw-away society has made us, the consumer, ruthless to our climate and scarce resources.

However, the question is not how we can recreate the good old days, but how we can use our knowledge to create a brighter future. Katvig is at the forefront of the socially responsible movement, which currently is setting the agenda globally by suggesting sustainable business solutions. By combining socially and environmentally friendly production methods, with functional and beautiful designs Katvig's clothes provide sustainable alternatives.

We design clothes to make our children look good, feel comfortable as well as to challenge traditional ways of thinking clothes design and production.

Katvig reuses plastic bottles and organic cotton tufts to save and protect our natural resources. We use organic cotton to ensure our clothes are manufactured without any insecticides or toxins damaging the environment. Naturally, our plastic bags are biodegradable.

We have earned the right to one of the strictest certificates, the Global Organic Textile Standard (GOTS). By carrying the GOTS certificate, Katvig can ensure its customers that its products are manufactured without the use of child labour and environmental pollutants, but with environmentally considered means of transportation and that all workers involved in the production process have experienced good and fair work conditions.

Our concern with sustainability goes beyond the manufacturing of our clothes. Politically, we are working on raising a recycling cotton mill in Denmark. Concurrently, I travel around the world with Katvig Sustainability School, creating greater awareness of sustainable solutions. With our recent Outerwear collection we have created a line of technical clothes that can be reclaimed and reused.

I love seeing children all over the world in my design. I am proud that neither nature nor workers suffers in the name of Katvig. I am convinced that in a few years conventional clothes manufactured under indecent conditions will be unthinkable for anyone to wear.



Vigga Svensson,
Katvig CEO and Head of Design

On the Cover

Land art for kids.
Inside: The new Katvig™ Silky print.





Social Transformations



Source: www.coop.ch/pb/site/nachhaltigkeit/node/64421152/Lde/index.html



Social Transformations

Electrolux – Vac from the Sea



Sources:

www.youtube.com/watch?v=YIIWzZoOfvo (Part I)

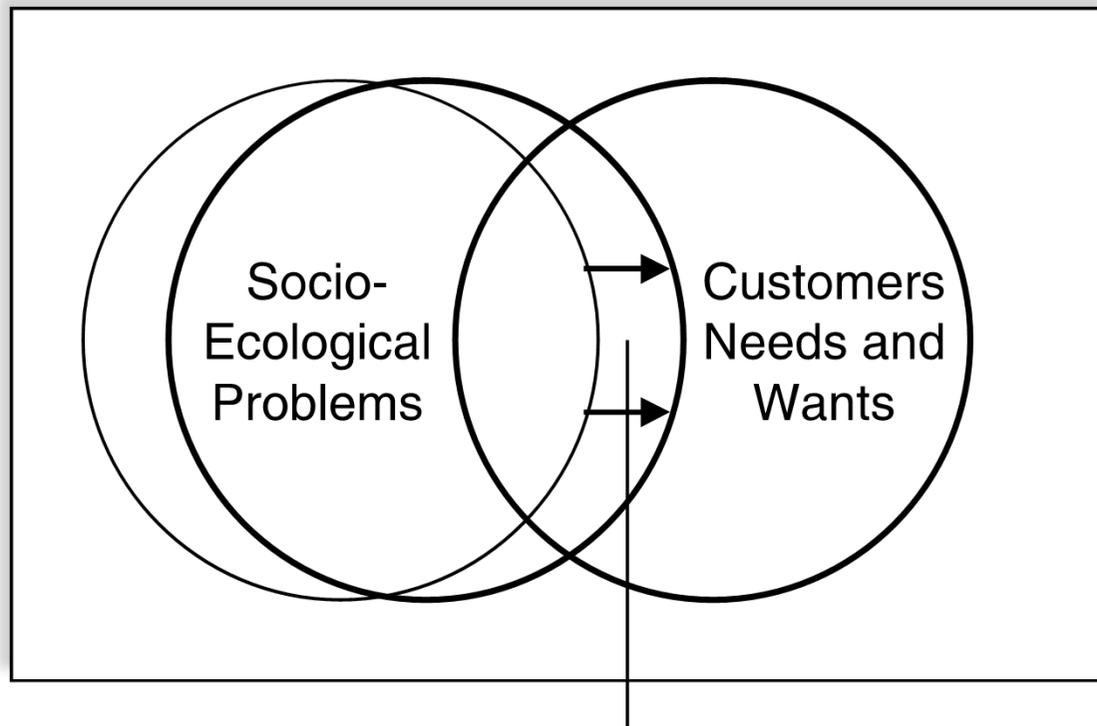
www.youtube.com/watch?v=SAetcxXJRME (Part II)





Possibilities and Problems

Changing the political and public
framework



Extending sustainability marketing opportunities



Review and Discussion Questions

1. Describe the three kinds of market-based transformations performed by innovative and entrepreneurial companies.
2. List different types of business associations that support policies in favour of sustainable development.
3. What are the rationale and aims of sustainability marketing transformations from the inside out?
4. What are controversial issues of choice editing? Is it an effective instrument for sustainable consumption?
5. Discuss the pros and cons of corporate involvement in public and political processes towards sustainability.



References

- Belz, F.-M., Peattie, K. (2012): Sustainability Marketing: A Global Perspective, 2. ed., Chichester, p. 284-295.
- Bendell, J., Kearins, K. (2005): The political bottom line: The emerging dimension to corporate responsibility for sustainable development, *Business Strategy and the Environment*, 14(6): 372-383.
- Ulrich, P., Maak, T. (1997): Integrative Business Ethics: A Critical Approach, *CEMS Business Review*, 2(1): 27-36.



In Cooperation



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