

Lecture 12: Reframing Sustainability Marketing

Episode 1: Thinking Again About Sustainability Marketing

Professor Ken Peattie
Cardiff University
BRASS Research Centre
Great Britain

 Universität Bremen

 **ZMML**
Zentrum für Multimedia
in der Lehre

 **DBU** 

Deutsche Bundesstiftung Umwelt





[Sustainability Marketing – A Global Perspective]

Lecture 12: Reframing Sustainability Marketing • Episode 1 • Prof. Ken Peattie

Lecture 12: Overview

Episode 1: Thinking Again About Sustainability Marketing

Episode 2: Towards a Sustainable Society

Episode 3: Interview



Learning Outcomes

Learning Outcome 1:

Review the evolution of the relationship between marketing and sustainability and the key elements of sustainability marketing.

Learning Outcome 2:

Understand the role that social marketing can play in contributing to more sustainable behaviors.



Structure of the Episode

- The Evolution of the Marketing-Sustainability Relationship
- Sustainability Marketing – Beyond the Conventional
- Social Marketing for Sustainability
- Where to Next?



Evolution of Marketing & Sustainability

1970s

Ecological
Marketing:



Small number of industries and a small range of environmental issues.



Evolution of Marketing & Sustainability

1980s:
Green Marketing

Emergence of
'Green Consumers'
broadening of
& industries.



Source: Photo by OSDE8Info



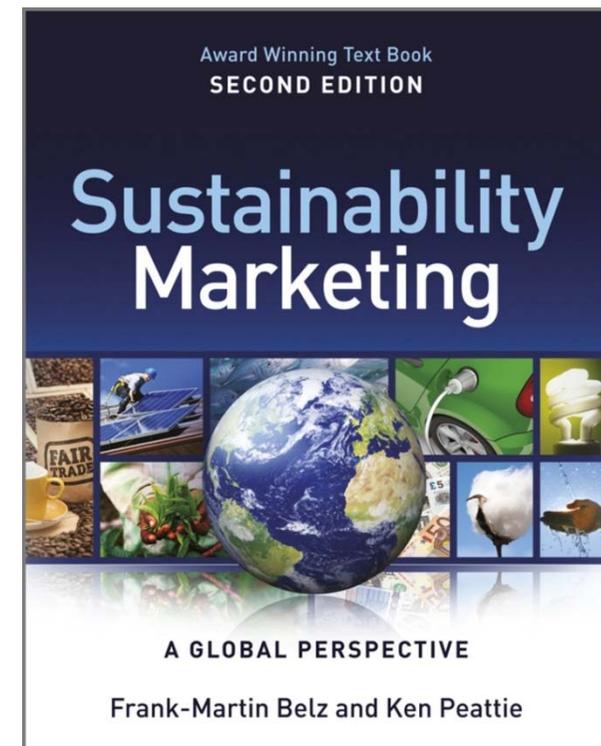
Source: Photo by Neubie



Evolution of Marketing & Sustainability

New Millennium: Sustainability Marketing

Emergence and merging of numerous social and environmental issues affecting many industries, and emergence of a different type of marketing.





Conventional & Sustainability Marketing Compared

Focus of Conventional Marketing:

- On the consumer as an individual and their wants;
- On purchase as an activity;
- On transfer of product and its ownership.

Focus of Sustainability Marketing:

- On the consumer and their wants/needs in their social context and the collective impacts of consumption;
- On consumption as a process;
- On long-term flows of resources and value.



Sustainability Marketing – Beyond the Conventional

Why Unconventional?

- Extended time-horizon and scope of stakeholders and responsibilities;
- Emergence of social marketing for SD and convergence with sustainability marketing;
- New forms of enterprise taking a lead;
- Novel roles for the consumer and relationships within supply chains;
- Transformational nature.



Social Marketing

"The use of marketing principles and techniques to influence a target audience to voluntarily accept, reject, modify, or abandon a behavior for the benefit of individuals, groups, or society as a whole"

Kotler, P. & Lee, N. (2002), *Social Marketing: Influencing Behaviors for Good* (2nd Ed), Thousand Oaks, Calif.: Sage.



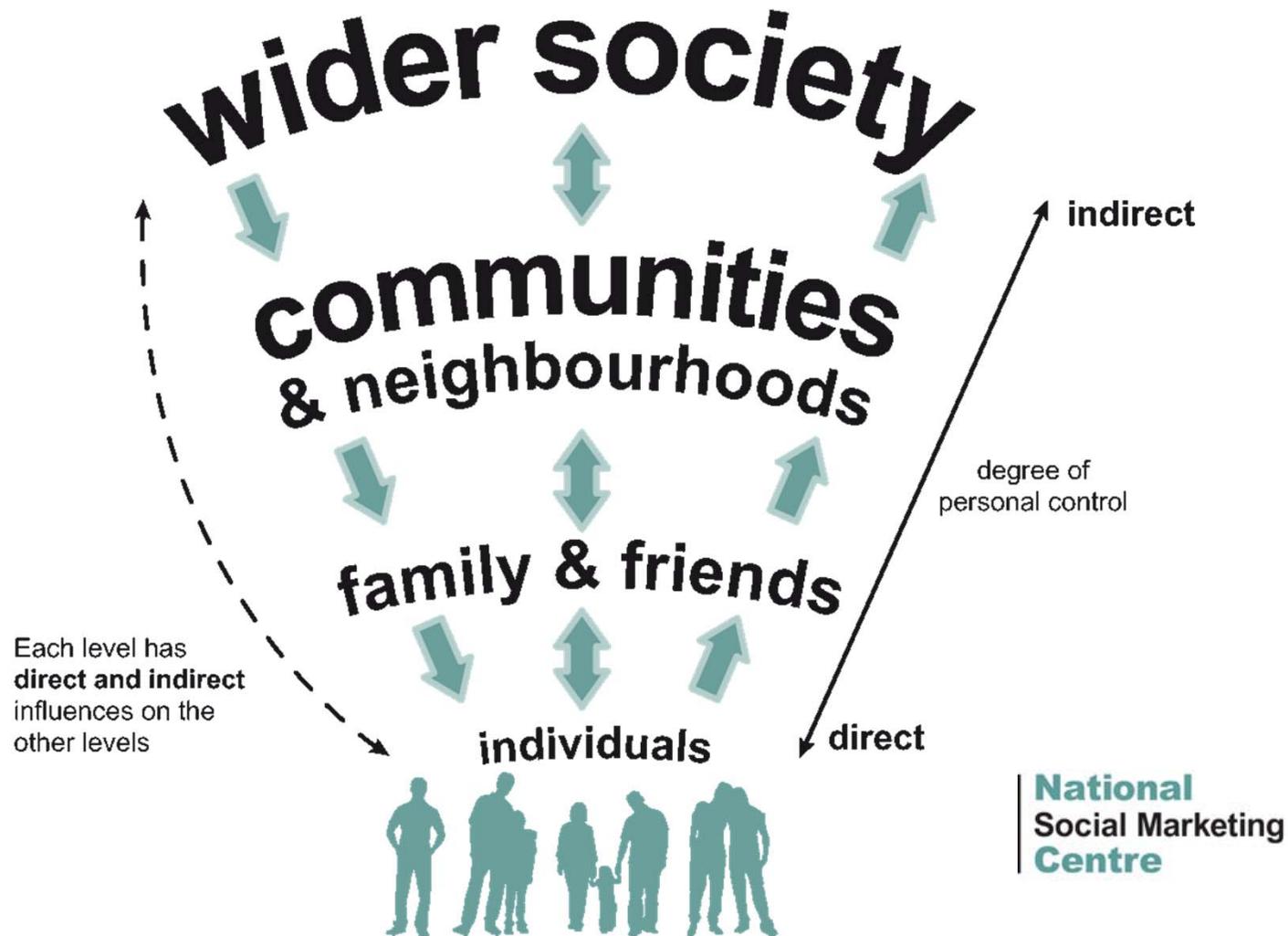
Social Marketing – Marketing as Behaviour Change



Source: National Social Marketing Centre (www.thensmc.com)



Seeing People in their Social Context



Source: National Social Marketing Centre (www.thensmc.com)





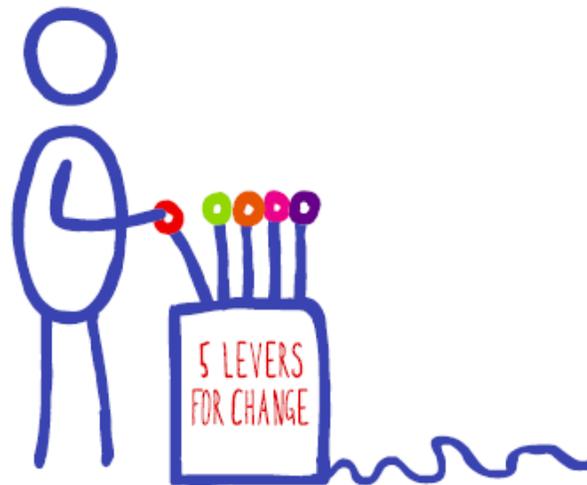
Social and Commercial Sustainability Marketing

UNILEVER
SUSTAINABLE
LIVING PLAN



INSPIRING SUSTAINABLE LIVING

Expert insights into consumer behaviour &
Unilever's Five Levers for Change



Source: Unilever
(www.unilever.com/images/slp_5-Levers-for-Change_tcm13-276807_tcm13-284877.pdf)

Research report: June 2008

NESTA Making
Innovation
Happen

Selling Sustainability

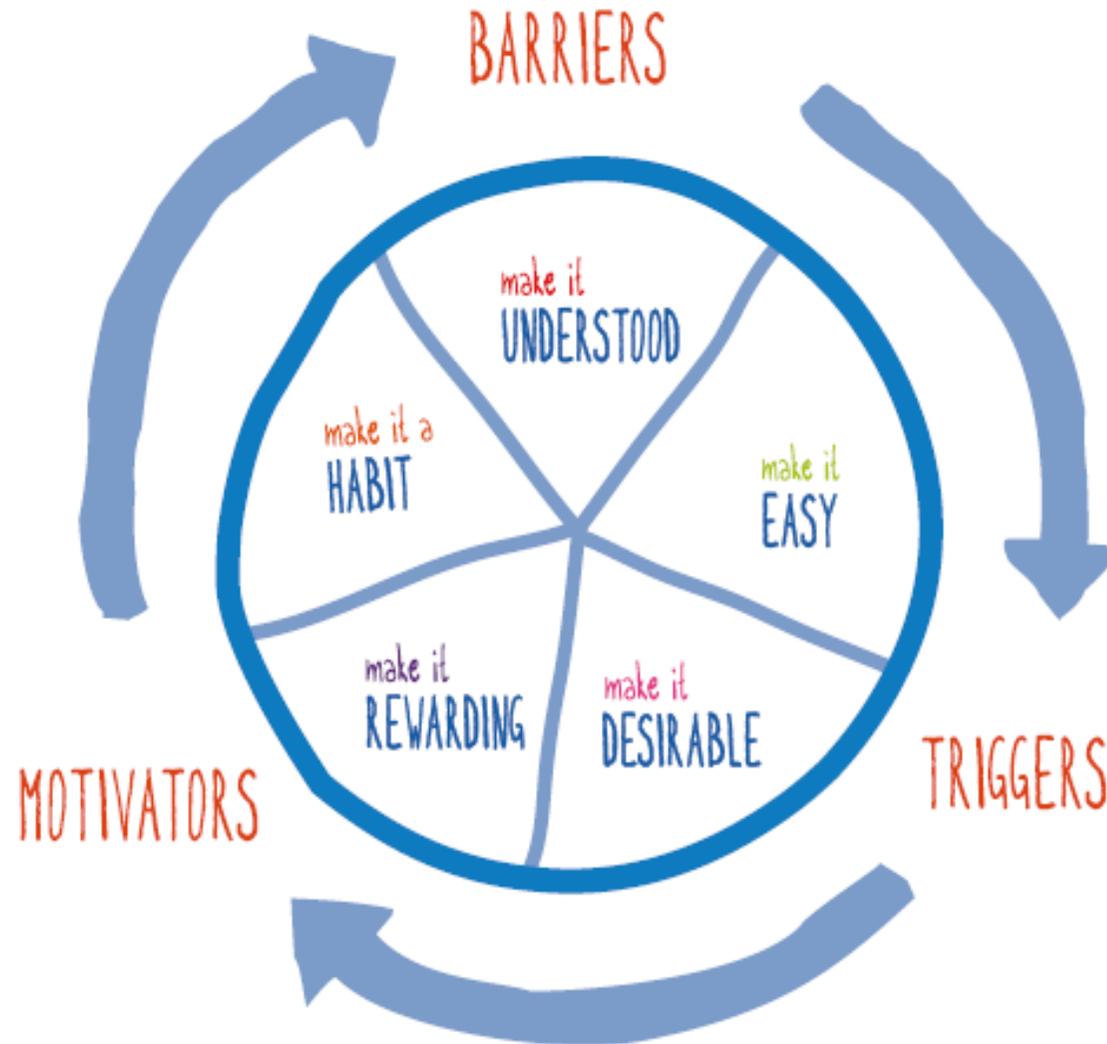
Seven lessons from advertising
and marketing to sell low-carbon living

Source: Nesta
(www.nesta.org.uk/library/documents/selling-sustainability-v5.pdf)





Unilever's Five Levers for Change



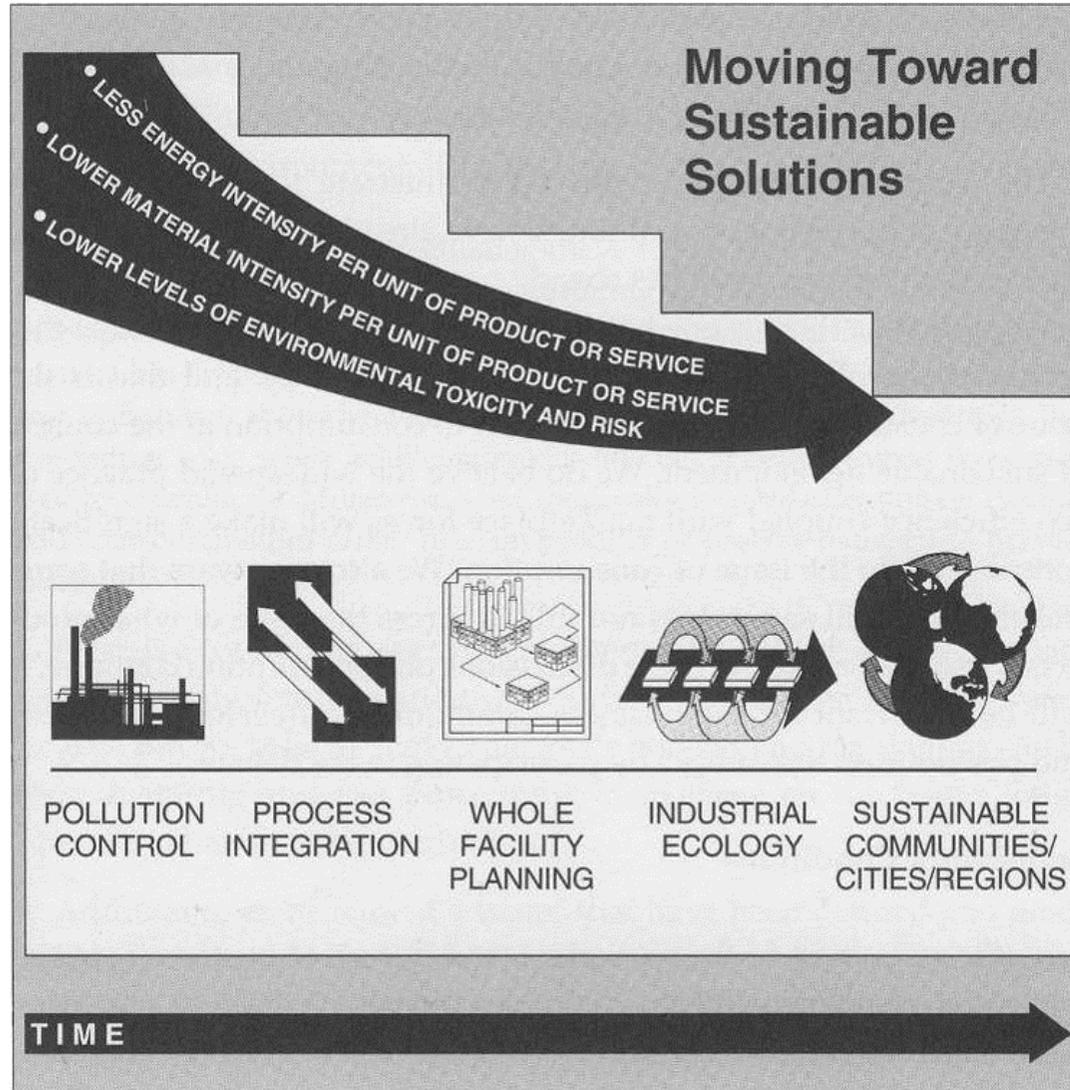
Source: Unilever Sustainable Living Plan (www.unilever.com/images/uslp-Unilever_Sustainable_Living_Plan_Progress_Report_2011_tcm13-284779.pdf)



Where To Next ?

Towards
the
production
and
marketing
of
sustainable
solutions

Source:
DeSimone, L.D. &
Popoff, F. (2000): Eco-
efficiency, Cambridge,
MA: MIT.





Review and Discussion Questions

1. What stages has the relationship between marketing and socio-environmental issues gone through over the past 40 years?
2. What aspects of sustainability marketing make it different to conventional marketing?
3. As commercial marketers & social marketers in the public sector converge on an agenda of promoting sustainable behaviours, what might the implications be?



References

- Belz, F.M., Peattie, K. (2012): Sustainability Marketing: A Global Perspective, 2. ed., Chichester: Wiley, p.299-318.
- NESTA (2008): Selling Sustainability: Seven Lessons from Advertising and Marketing to Sell Low-carbon Living, London: NESTA.
http://www.nesta.org.uk/publications/reports/assets/features/selling_sustainability
- Unilever (2011) Sustainable Living Plan Progress Report:
<http://www.unilever.com/sustainable-living/>



[Sustainability Marketing – A Global Perspective]

Lecture 12: Reframing Sustainability Marketing • Episode 1 • Prof. Ken Peattie

In Cooperation



ZMML

Zentrum für Multimedia in der Lehre

