

# Lecture 12: Reframing Sustainability Marketing

## Episode 2: Towards a Sustainable Society

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Lecture „Sustainability Marketing – A Global Perspective“ supported





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## Lecture 12: Overview

Episode 1: Thinking Again About Sustainability  
Marketing

**Episode 2: Towards A Sustainable Society**

Episode 3: Interview



## Learning Outcomes

### **Learning Outcome 1:**

Reconsider sustainability marketing in its broader social and economic context.

### **Learning Outcome 2:**

Explore alternative economic approaches with the potential to promote sustainable living, production & consumption systems and marketing.

### **Learning Outcome 3:**

Appreciate the shifts in the marketing mindset that will be necessary for marketers to make substantive progress on the journey towards true sustainability.

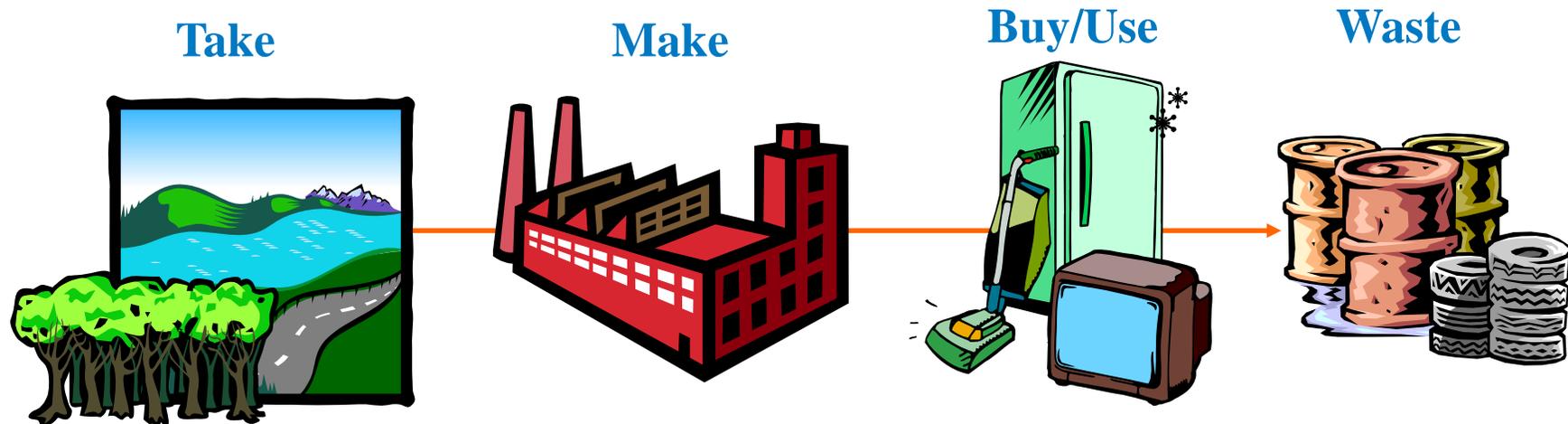


## Structure of the Episode

1. How Do We Make Progress Towards Sustainability Marketing?
2. Visions of Sustainable Economies
3. Aspects of a One Planet Economy
4. Changing the Marketing Mindset



## Towards a Different Type of Economy

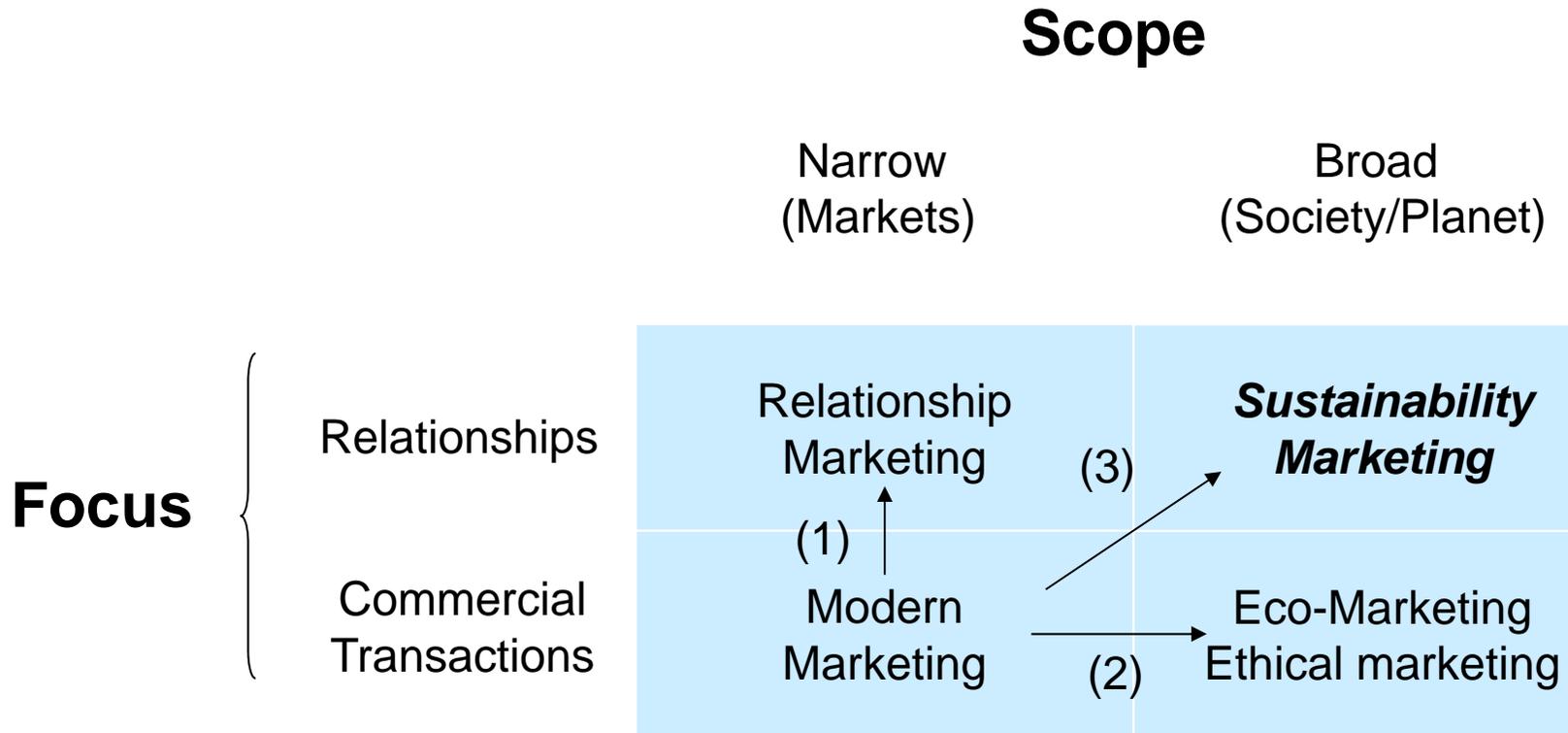


**Only 6% of material in-flow ends up in products.**

Source: Hawken & Lovins, Natural Capitalism



# Towards Sustainability Marketing



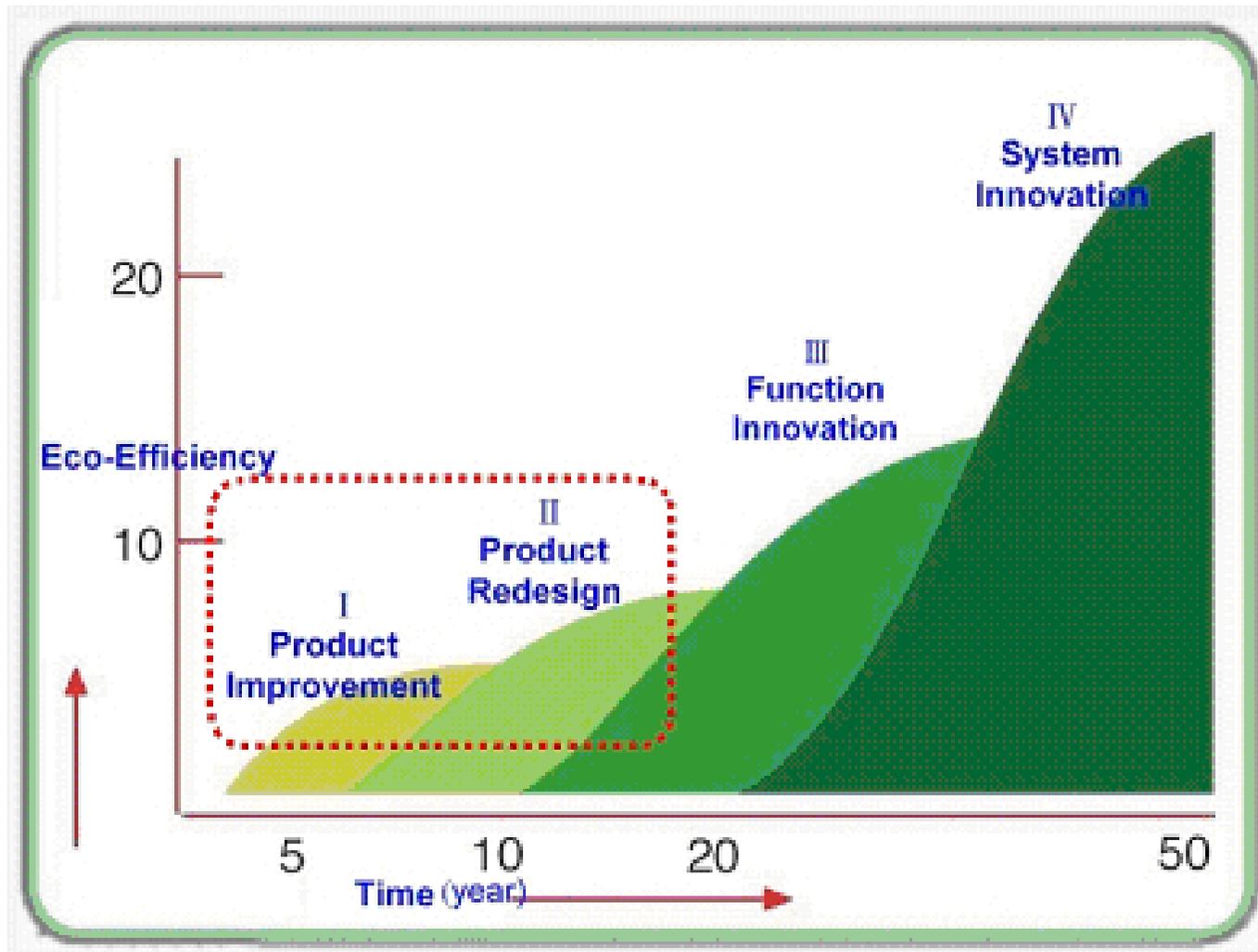


# Marketing Within Its World





## The Next Step – Beyond Changes to Products



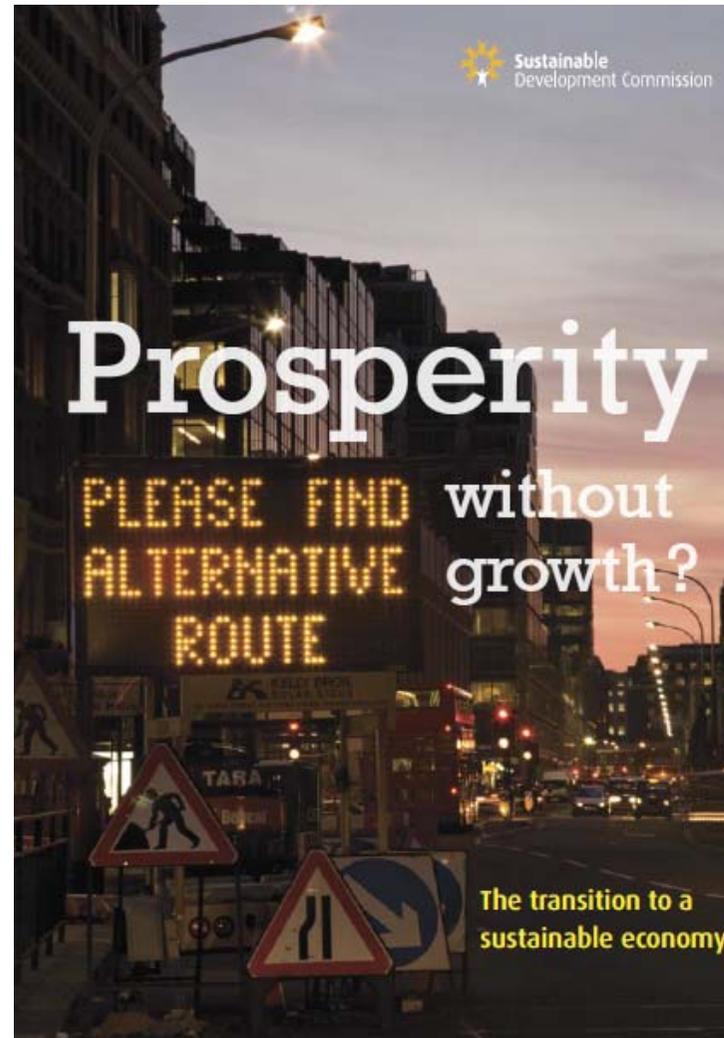
Source: Brezet, H & Van Hemel, C (1997) Ecodesign, United Nations Environment Programme.



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## New Visions of Sustainable Economies



Source: [www.sd-commission.org.uk/data/files/publications/prosperity\\_without\\_growth\\_report.pdf](http://www.sd-commission.org.uk/data/files/publications/prosperity_without_growth_report.pdf)





# New Visions of Sustainable Economies





## Aspects of a 'One Planet' Economy

- The development of more localised, small-scale, low-impact solutions to meet needs in sectors such as food and construction by taking advantage of local produce and materials;
- The use of environmental management practices, intelligent logistics, packaging and waste minimisation to reduce the impacts of production and distribution systems;
- The development of clusters on industrial ecology principles bringing groups of suppliers, processors, distributors and utilities together to achieve major progress in energy/water/waste minimisation and creating cost savings;
- Major investments in sustainable energy systems to reduce our dependence on oil and reduce CO<sub>2</sub> emissions.



## Aspects of a 'One Planet' Economy

- The use of financial and other business services to promote more sustainable business practices and principles such as triple bottom line accounting;
- Harnessing ethical trading and the power of public sector purchasing to develop markets for more sustainable products;
- The use of social marketing to promote more sustainable behaviours amongst citizens and consumers;
- The use of IT to enable 'distributed intelligence' and to provide digital solutions for the development of re-use and recycling services, community networks;
- Encouraging the development of social enterprises and community based businesses and greater partnerships between businesses, communities and governments.



# Creating More Sustainable Places to Live





## Changing the Marketing Mindset

<b>Perspective</b>	<b>Sustainability Thinking Will Require:</b>	<b>Existing Marketing Thinking Provides:</b>
Timeframe	Multi-generational futurity	Here, now, short-termism
Key objective	Promotion of welfare	Gratification
Guiding principle	Equity	Consumer sovereignty
Focus on addressing	Needs (particularly of the poor)	Wants (particularly of the rich)
Worldview emphasising	Global environmentalism	Global consumption and production systems
Setting	Within environmental limits	Within economic hyperspace



## Discussion and Review Questions

1. Is improved prosperity without increasing economic growth a realistic ambition for society?
2. What would the characteristics of a One Planet society be?
3. In what ways does marketing thinking need to change to make greater progress towards sustainability?



## References

- Belz, F.M., Peattie, K. (2012): Sustainability Marketing: A Global Perspective, 2. ed., Chichester: Wiley, p.299-318.
- Jackson, T. (2009) Prosperity Without Growth: Economics for a Finite Planet, London: Earthscan.
- Varey, R. (2010): Marketing means and ends for a sustainable society: A welfare agenda for transformative change, Journal of Macromarketing, 30(2): 112–126.



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## In Cooperation



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