

# STRATEGIES FOR GREEN MARKETING

*29 May 2025*



# ***Welcome!***

**Kiesha Blaser**  
kiesha@iaia.org

**@IAIANetwork**  
**#iaiawebinar**



✓ **Webinars on demand:**

- **Psycho-Social Impact Assessment:** basics of the field and how PSIA strengthens social and health impact assessment; where the field is heading
- **Sustainability and Circular Economy in Latin America:** how the circular economy can lead us to a different way of producing and a more appropriate and sustainable management of waste

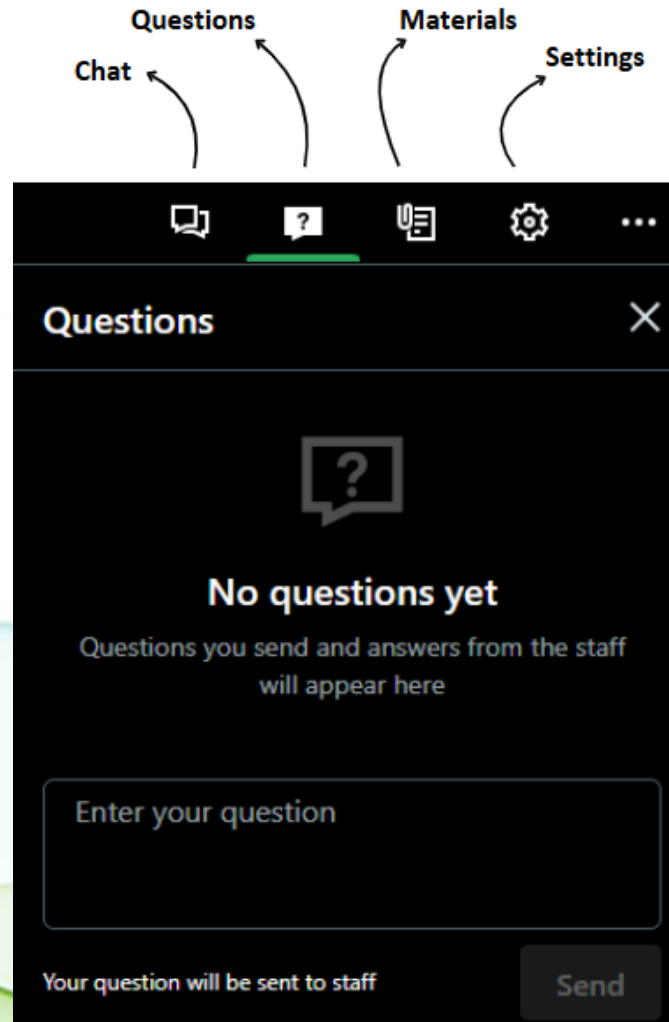
✓ **Upcoming events:**

- **Online training courses**
  - *Leadership in ESIA | 21, 22, 23 July*
  - *Conflict Management and Resolution in EIA | 24, 25, 28 July*
  - *Tools for Stronger Argument and Clearer Writing | 18, 20, 25, 27 August*
- **Professional Development Program**
  - Registration now open for Foundations of IA and SIA courses | **22 September – 15 December**

✓ **Free downloadable publications**, like Best Practice Principles, IA FasTips, and more

*Find these resources and more at*  
***www.iaia.org***

# *Housekeeping*



✓ Recording?

✓ Questions?

✓ Slides available?

# STRATEGIES FOR GREEN MARKETING

***Presenter***

**Johanna Poggi**

Universidad San Ignacio  
de Loyola  
*Peru*





A glowing lightbulb is centered in the image, with the words "GREEN MARKETING" written in white, sans-serif capital letters across its middle. The lightbulb is illuminated from within, casting a soft glow. The background is a dense, vibrant green field of small, rounded leaves, likely from a groundcover plant, with some small yellow flowers scattered throughout. The overall composition suggests a connection between nature and sustainable business practices.

GREEN MARKETING



# Green Marketing

Green or environmental marketing consists of all the activities aimed at generating and facilitating any change in order to satisfy human desires or needs with the minimum harmful impact on the environment.



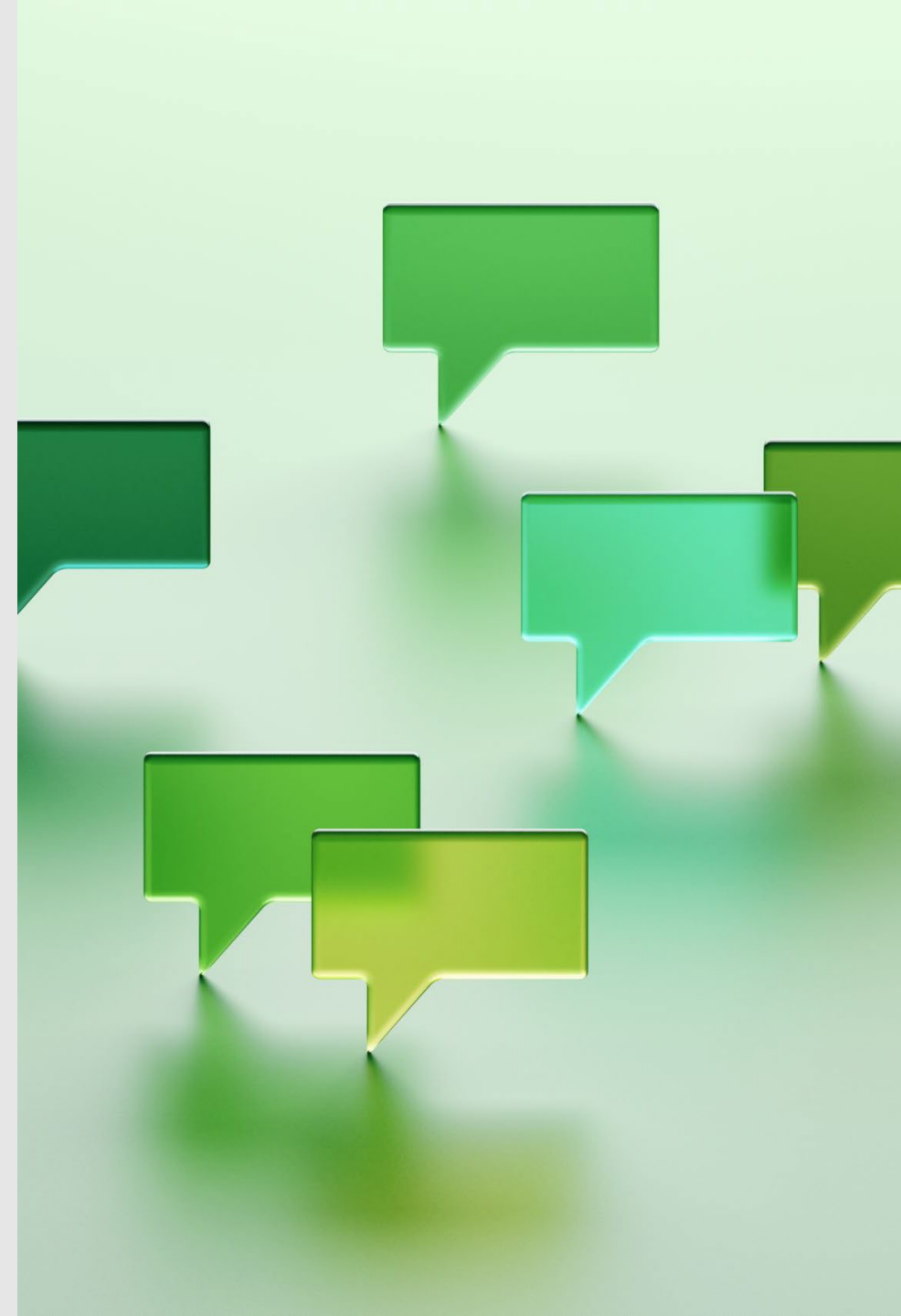
# Green Marketing:

It is a response to:

The production and marketing of products and / or services that are less harmful to the environment .

Satisfaction of a more demanding consumer

Adoption of new communication strategies





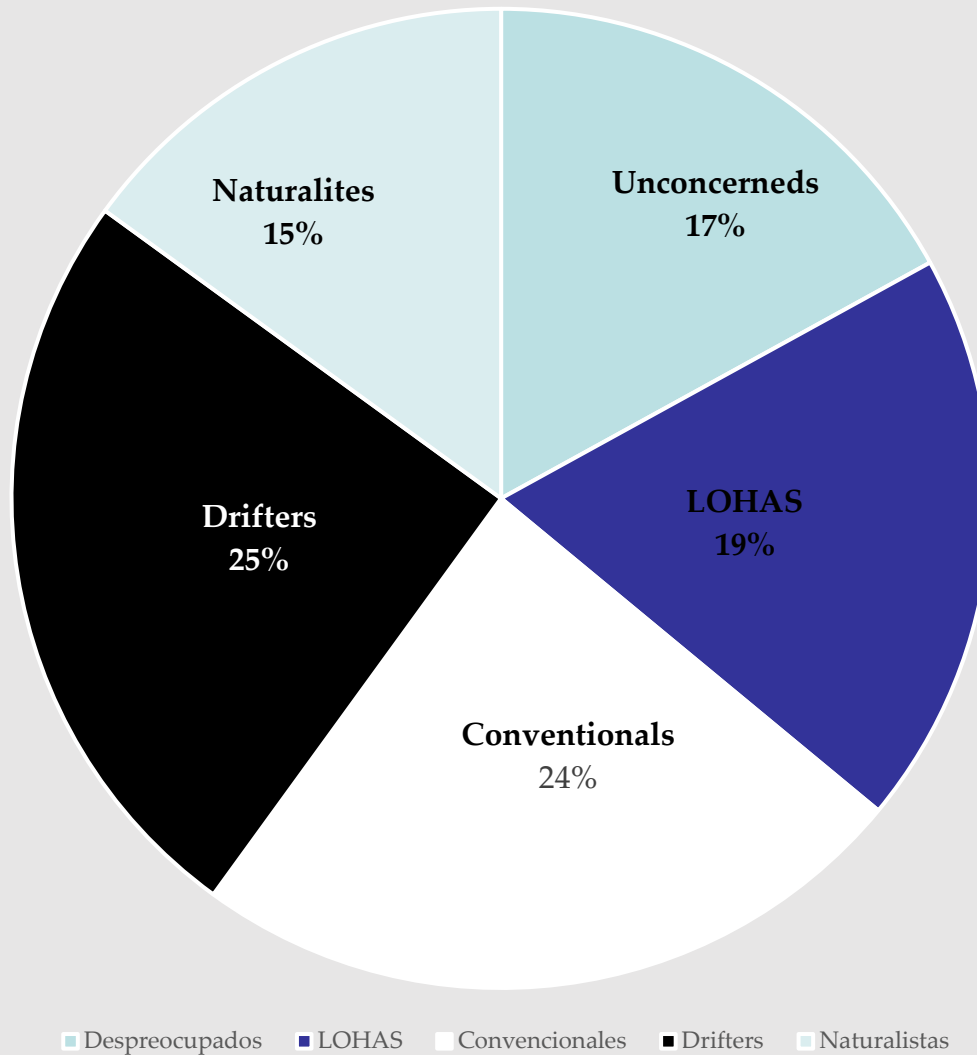
# The consumer

- Concerned about the environment as part of their way of life
- Willing to pay
- Sensitive to the environment



# 5 shades of green

Ottman, J (2011) The new rules of Green marketing, strategies, tools and inspiration for sustainable branding. Greenleaf Publishing ; San Francisco, Calif. :





# Segmenting by green interests



Outdoor  
enthusiasts



Resource  
Conservers



Health  
Fanatics



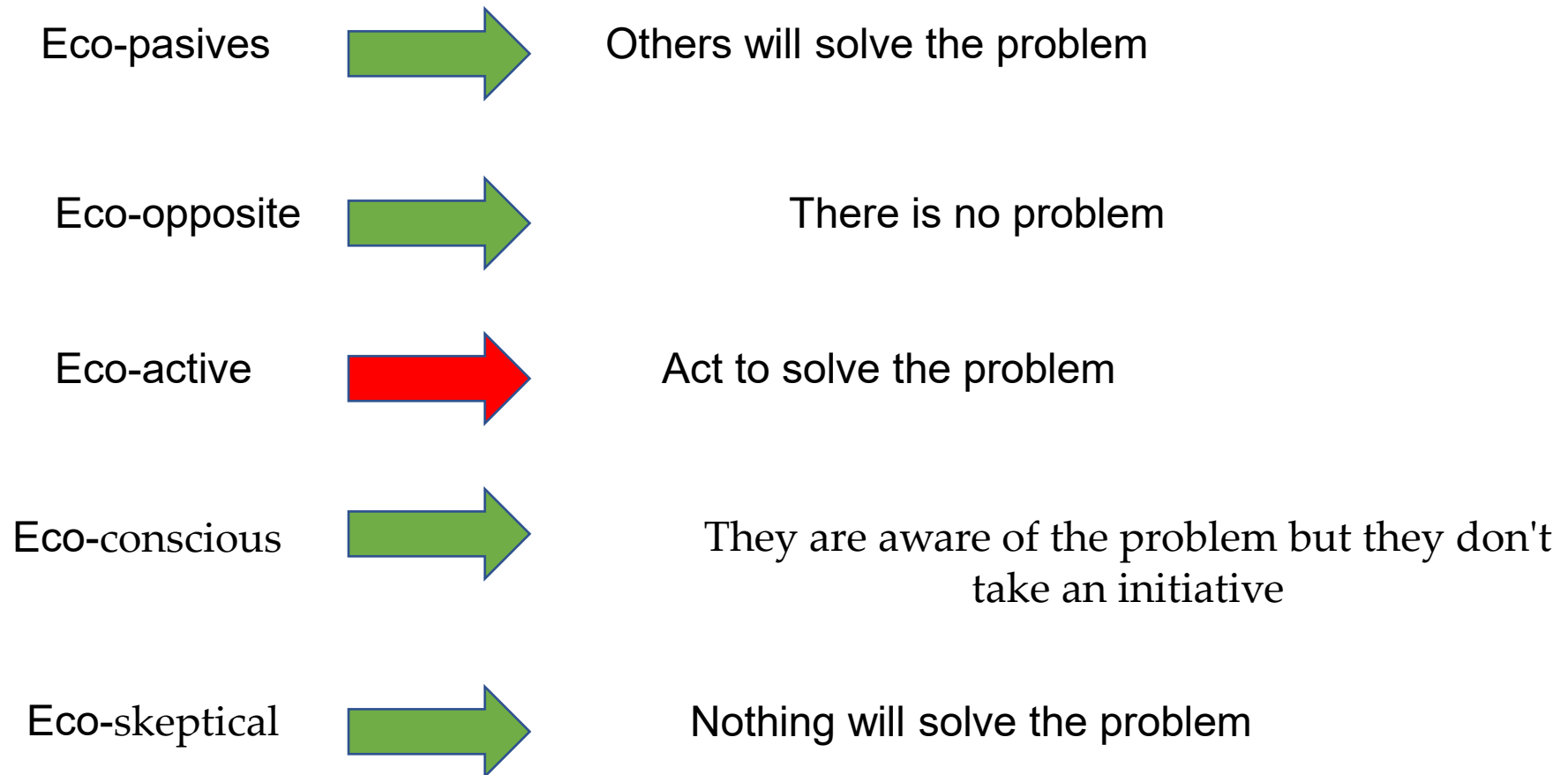
Animal  
lovers

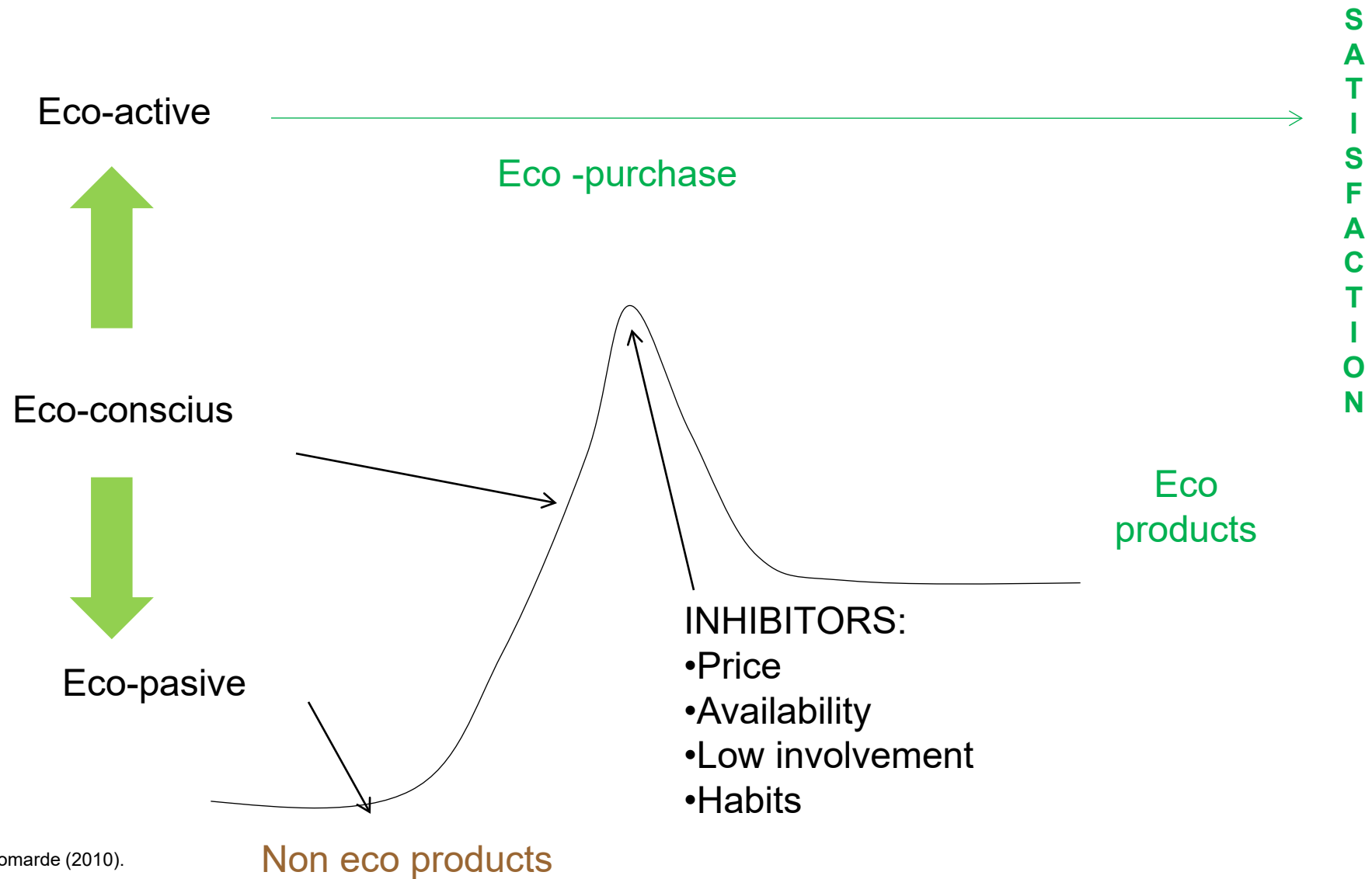
# Green consumers motives and buying strategies

NEEDS	STRATEGIES
Take control	Take preventive measure
Get information	Read labels
Make a difference/alleviate guilt	Switch brands or stores
Maintain lifestyle	Buy interchangeable alternatives
Look smart	Buy conspicuous green



# Types of consumers according to their environmental attitude







- Think of a local store.  
To what extent are the consumption, production, promotion, packaging and sale of products sensitive or responsible for environmental problems?

Why should a company care about environmental marketing?

Sustainable products



LCA





1. Sustainable  
mining and  
harvesting practices



Center for Sustainable Gold Initiative  
Oro Responsivo



CENTENNIAL COLLECTION

AUDREY HEPBURN

*Breakfast at Tiffany's*



## 2. Recycled content



### 3. Reduce at the source

**WHY PAY EXTRA  
FOR COLOR?**



**COLOR DOES  
CLEAN.**





## 4. Organic crops



## 5. Fair Trade



**FAIR TRADE  
CERTIFIED™**

## 6. Reduce toxicity





7. Think globally, cultivate locally



## 8. Responsible manufacturing practices

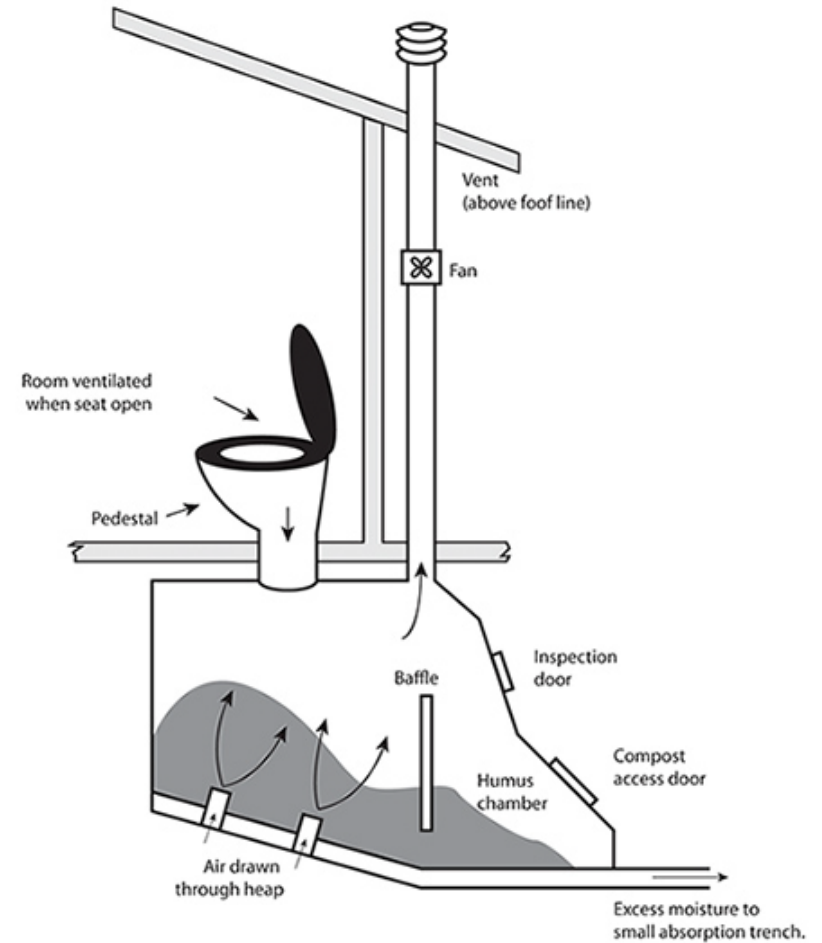


## 9. Energy and efficient fuels

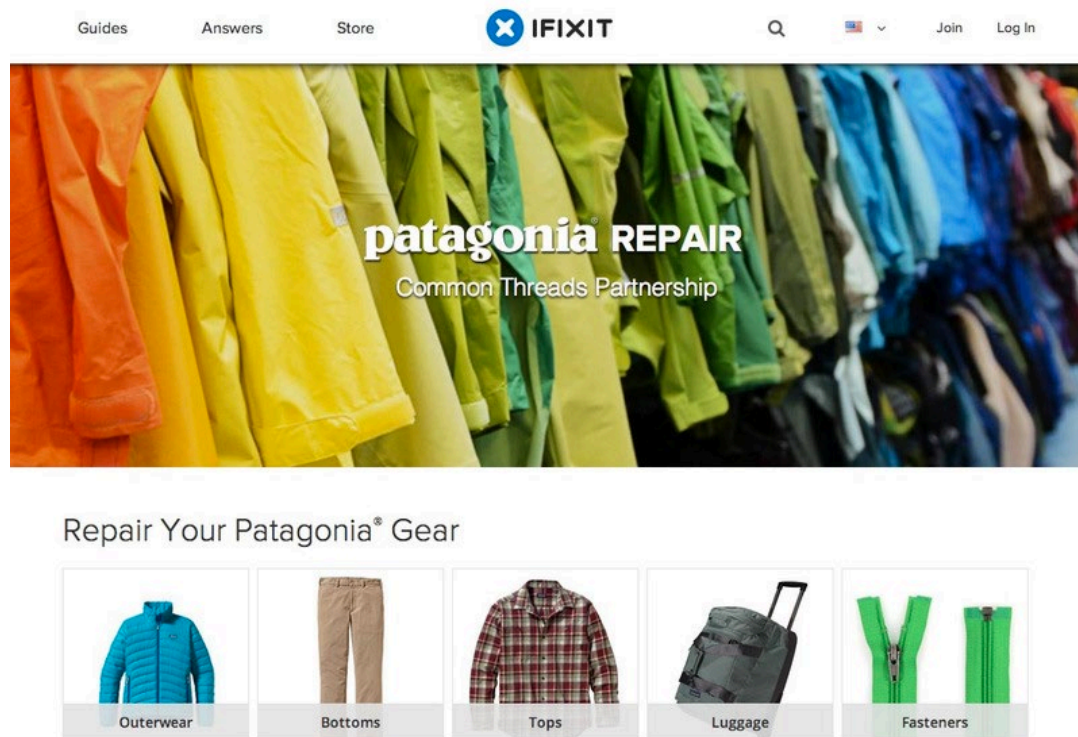




# 10. Efficient use of water



# 11. Extend the lifespan



## 12. Reuse and recharge





  
**NIKE  
BETTER  
WORLD**







14. Composting

## 15. Final responsible disposition



<https://kahoot.it/>

**PIN: 05501542**







# Sustainable marketing strategies

---





# The choice of the market

Perceived  
market  
attraction

Market size

Market  
maturity

Growth rate

Profitability

Competition

Barriers to  
entry

Technology  
and life cycle

Experience

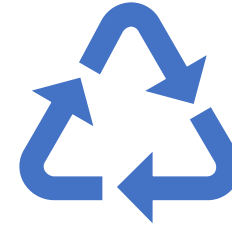
# Competitive advantages



Sustainability was seen as a disadvantage.



Greater access to sustainable products



Differentiation: organic, fairly traded, efficient, recyclable, carbon neutral

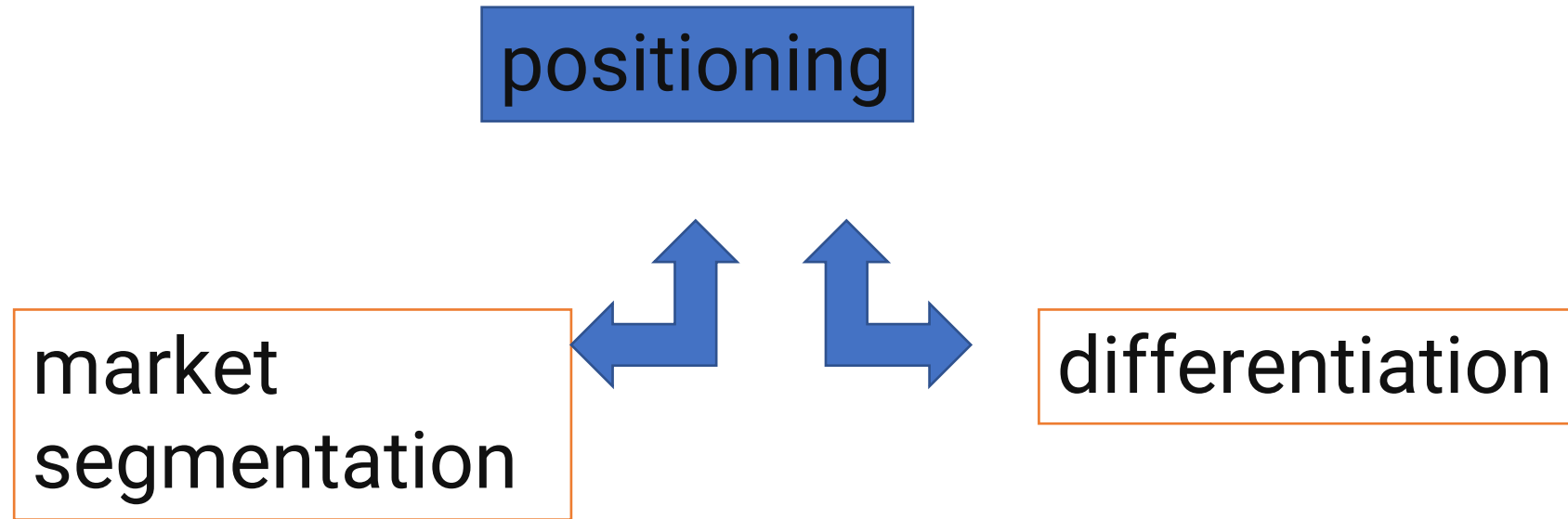
# Targeting

Discriminate by costs

Business for the base of the pyramid

Controversies

# Positioning





# Innovation for sustainability



- Eco-innovation consists of developing completely new products and services that can function just like traditional products but with significantly lower environmental impacts. (Ottman, 2011)



## Strategies for eco-innovation INNOVATE AT THE SYSTEM LEVEL

---

- No product is an island.
- Change the elements of a system.
- Reduce the materials of the product.
- Create a new system.



Change the elements of a system.

- 
- AQUUS Greywater
  - Soladey
  - Ddiapers



## Reduce the product materials

---

- Tricycle's SIM simulated carpet simple
- E-readers
- Or develop new materials.



# ***Thank you!***

Let's continue the discussion:

**@IAInetwork #iaiawebinar**



**International Association  
for Impact Assessment**