

Module 3: Initiative and Entrepreneurship

3.4 Dissemination and Visibility of Actions

Theory Sheet

HOW DO I CREATE A FRIENDLY AND SUSTAINABLE DISSEMINATION AND PUBLICITY CAMPAIGN FOR MY ENTREPRENEURIAL IDEAS?

Introduction

Developing a marketing plan is crucial for any entrepreneurial initiative. This plan should include a promotional campaign that is friendly and sustainable, using eco-friendly materials and combining traditional marketing with sustainable marketing. The strategy should follow these guidelines:

- 1. Market analysis:** Identify key customers and competitors, pricing strategy and market size.
- 2. Sales and marketing strategy:** Detail methods and tactics to achieve business objectives.
- 3. Market access channels:** Identify the most effective ways to reach customers.
- 4. Sales capability:** Evaluate the effectiveness and efficiency of the sales team.

What is Green Marketing?

Green marketing involves developing and marketing sustainable products and incorporating sustainability efforts into the business process. Objectives include eliminating waste, reinventing products, and reflecting real and environmental costs. This is based on the **triple bottom line concept**: people, planet and profit.

Differences with traditional marketing:

- Physical sustainability and social acceptance.
- Holistic perspective of the relationship between economy, society and environment.



Benefits of sustainable marketing:

- Improves corporate image.
- Responds to conscious consumer demands.
- Ensures long-term growth and profitability.

What does Green Marketing consist of?

1. **Knowing the customer:** Environmentally conscious and concerned consumers.
2. **Educate the customer:** Informing about the importance of protecting the environment.
3. **Transparency:** Be genuine and consistent with environmental policies.
4. **Fulfill functions** without sacrificing quality.
5. **Allow customer participation:** Involve consumers in environmental actions.
6. **Adapt** to changing consumer expectations.

How to run a campaign in a sustainable way?

1. **Focus on sustainability relevant to the brand:** Promote sustainable aspects that are natural to the brand.
2. **Environmental certifications:** Enhance reputation and strengthen the brand.
 - a. System certification: e.g. ISO 14001 for environmental management systems.
 - b. Product certification: Validation that the product meets sustainability standards.
3. **Recording and measuring results:** Celebrating positive change and fostering a healthy marketing culture.

Being transparent

Transparency is key to avoid accusations of image laundering. Campaigns should reflect real impacts and be backed by verifiable data. Sustainability should be a comprehensive initiative, not just a marketing strategy.



Understanding the consumer

Understanding the public's motivations and challenges is essential. Use data and customer feedback to design more effective and engaging campaigns. Educate consumers about product benefits and how to be more sustainable.

Educating the consumer

Educating consumers about product benefits and sustainable practices is crucial. Implement take-back and recycling programs, and guide the audience on proper disposal and recycling.

Communicating sustainably

Opt for long-lasting marketing plans that reduce waste. Use messages and designs that can be adapted to multiple contexts.

Tips for Visual Elements:

Introduction

- Icons representing customers, competitors, pricing, and market size.
- Flow charts showing sales and marketing tactics.
- Market access maps.
- Charts showing sales capability assessment.

What is Green Marketing

1.Objectives of Green Marketing::

- Visuals: Use icons to represent each objective, such as a crossed-out trash can for eliminating waste, a lightbulb for reinventing products, and a price tag for reflecting real costs.
- Colors: Utilize green and natural colors to convey sustainability.
- Typography: Use modern, friendly fonts that appeal to young people.



2. Triple Bottom Line (TBL):

- Infographic: Create an infographic with three interlocking circles labeled “People,” “Planet,” and “Profit.”
- Animations: If possible, add light animations to show how they interconnect.

3. Differences with Traditional Marketing:

- Comparison: Use a comparison table or graphics to clearly show the differences.
- Style: Employ illustrations contrasting traditional marketing with green marketing.

4. Benefits of Sustainable Marketing:

- Pictograms: Use small pictograms or illustrations representing benefits, like a growing plant for sustainable growth.
- Case Studies: Include brief case studies with attractive graphics.

What does Green Marketing consist of?

1. Knowing the customer:

- Profiles: Design profiles of eco-conscious consumers with illustrations or avatars.
- Surveys: Use survey result graphics or testimonials from environmentally aware youth.

2. Educate the Customer:

- Infographic: Create an infographic explaining simply how environmental protection benefits everyone.
- Steps: Show clear, visual steps on how to be more sustainable.

3. Transparency:

- Data Graphics: Use charts and tables to display verified data on eco-efforts.
- Certifications: Include recognizable logos of environmental certifications for credibility.

4. Fulfill Functions Without Sacrificing Quality:

- Comparisons: Use visual comparisons to demonstrate that eco-friendly products are as good as traditional ones.



5. Allow Customer Participation:

- Interactivity: Design interactive elements where users can see how they can participate in eco-friendly actions.
- Campaigns: Show examples of campaigns where consumers actively participated.

6. Adapt to Changing Consumer Expectations:

- Trends: Use trend graphs to show how consumer expectations are changing.
- Feedback: Illustrate how consumer feedback has helped improve products and processes.

How to run a campaign in a sustainable way?

1. Focus on sustainability relevant to the brand:

- Stories: Use visual storytelling to show how the brand incorporates sustainability.
- Natural Visuals: Employ images and colors that reflect nature and sustainability.

2. Environmental certifications:

- Seals and Logos: Include seals and logos of certifications prominently and recognizably.
- Diagrams: Use diagrams to explain the meaning of each certification.

3. Recording and measuring results:

- Charts: Use clear and attractive charts and tables to show measurable results.
- Celebrations: Show celebrations of achievements with positive and motivating images.

Being transparent

1. Verifiable Data:

- Tables and Charts: Use clear and simple tables and charts to display verifiable data.
- Infographics: Create infographics that summarize real impacts visually.

Understanding the consumer

1. Data and Feedback:

- Survey Graphics: Use survey result graphics to show consumer feedback.
- User Stories: Include user stories and testimonials to humanize the data.



Educating the consumer

1. Recycling Programs:

- Visual Guides: Design visual guides on how to recycle properly.
- Illustrations: Use illustrations to show the recycling process and its benefits.

Communicating Sustainably

1. Long-Term Planning:

- Visual Calendars: Create visual calendars to show long-term sustainable marketing plans.
- Versatility: Design graphic elements that can be reused in different contexts and platforms.

