

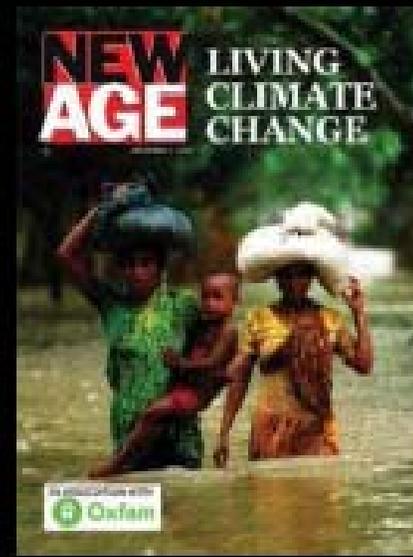
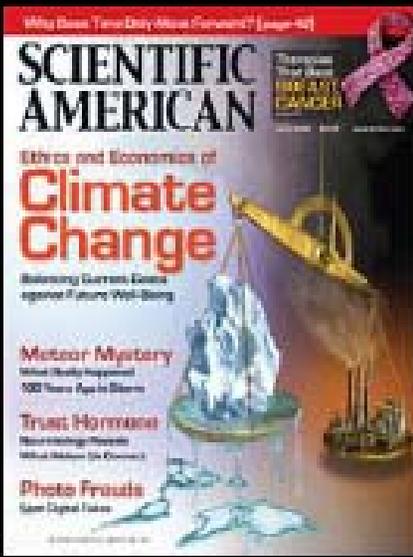
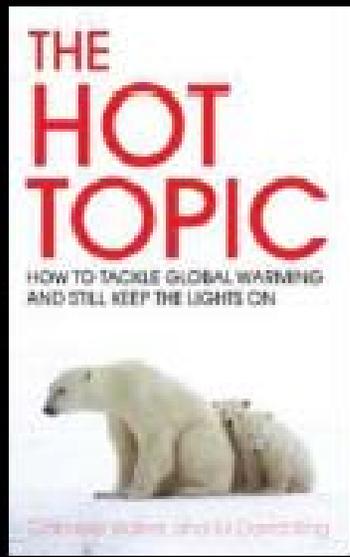
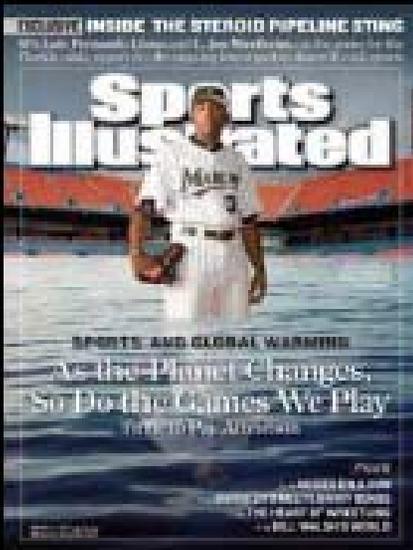
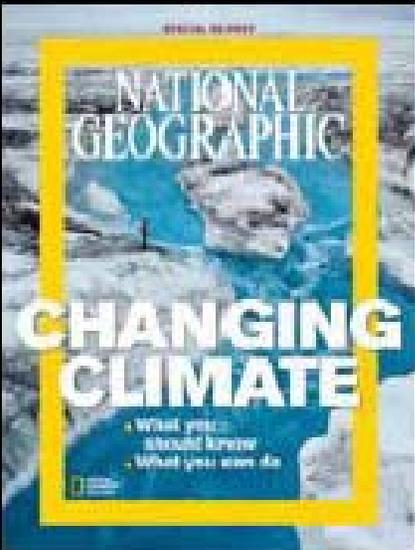
Green Marketing

Dix Henneke

LEED Green Associate
- Marketing Consulting -



**Sustainable
Business
Management**



Positive proof of global warming.



**18th
Century**

1900

1950

1970

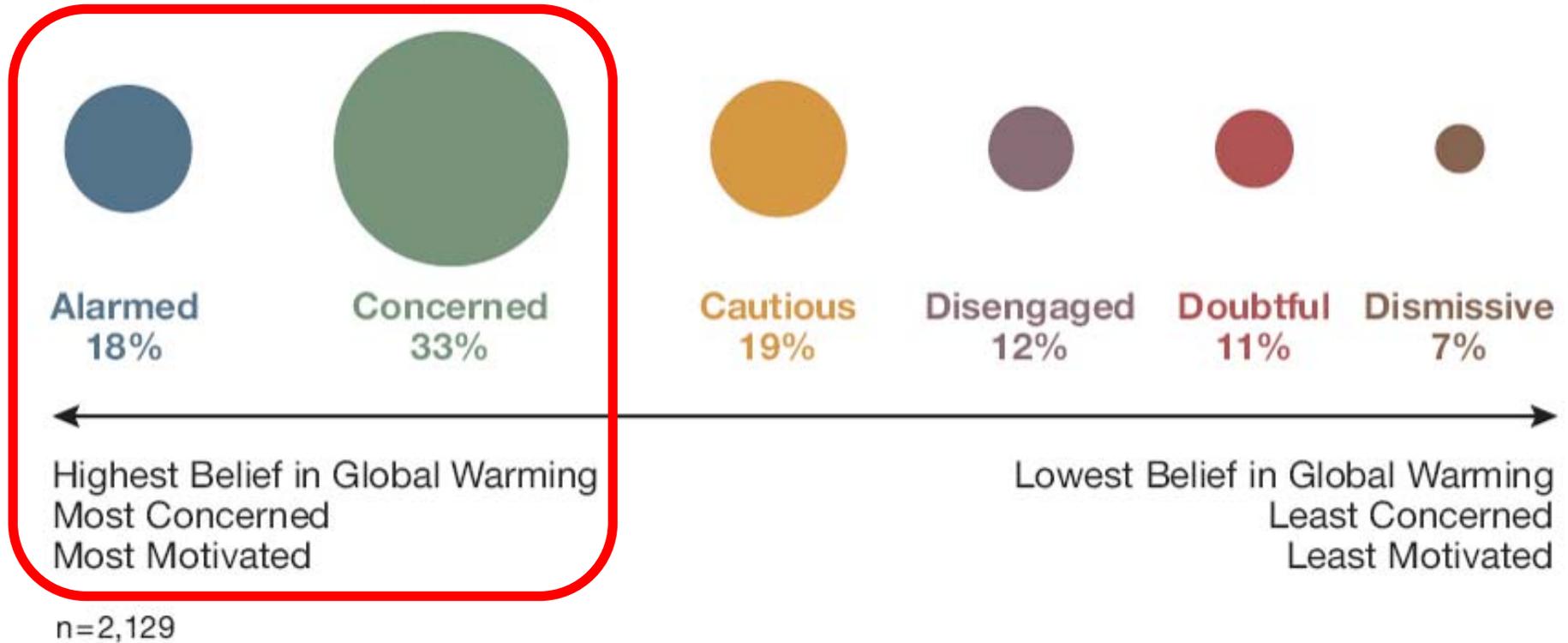
1980

1990

2006

Figure 1: Proportion of the U.S. adult population in the Six Americas

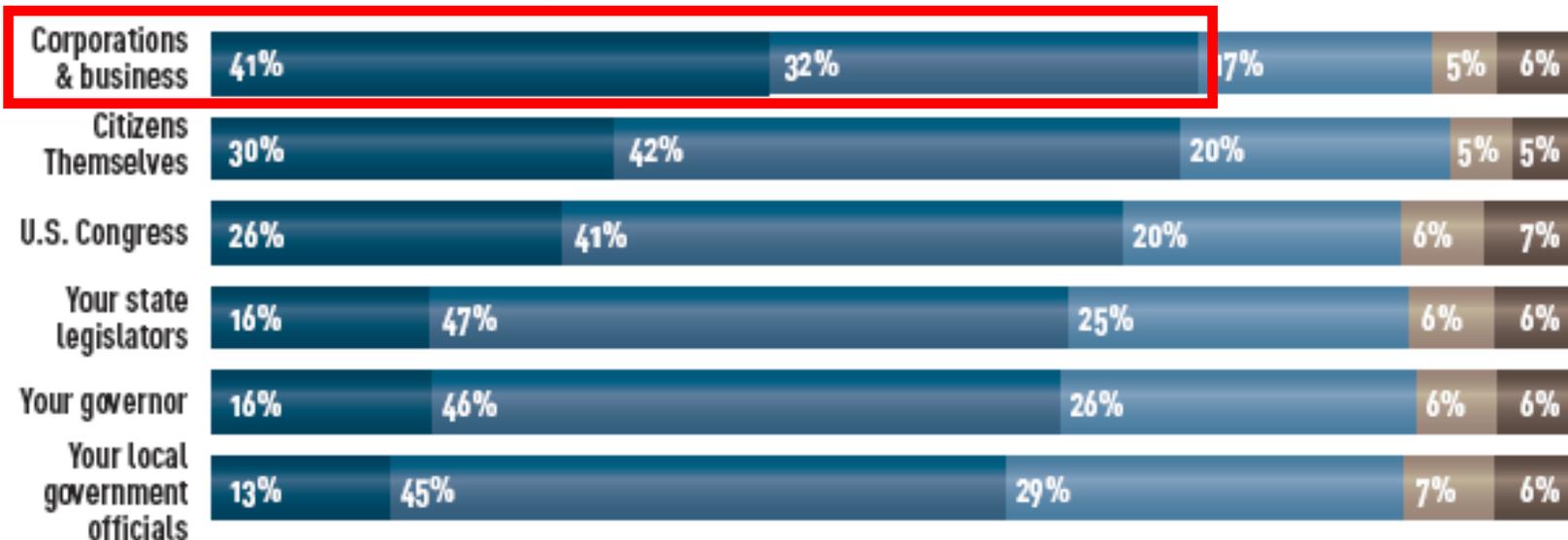
Proportion represented by area



Yale Project on Climate Change and the George Mason University
Center for Climate Change Communication, 2008

Figure 4: Who Should Act to Address Global Warming?

Do you think the following should be doing more or less to address global warming?



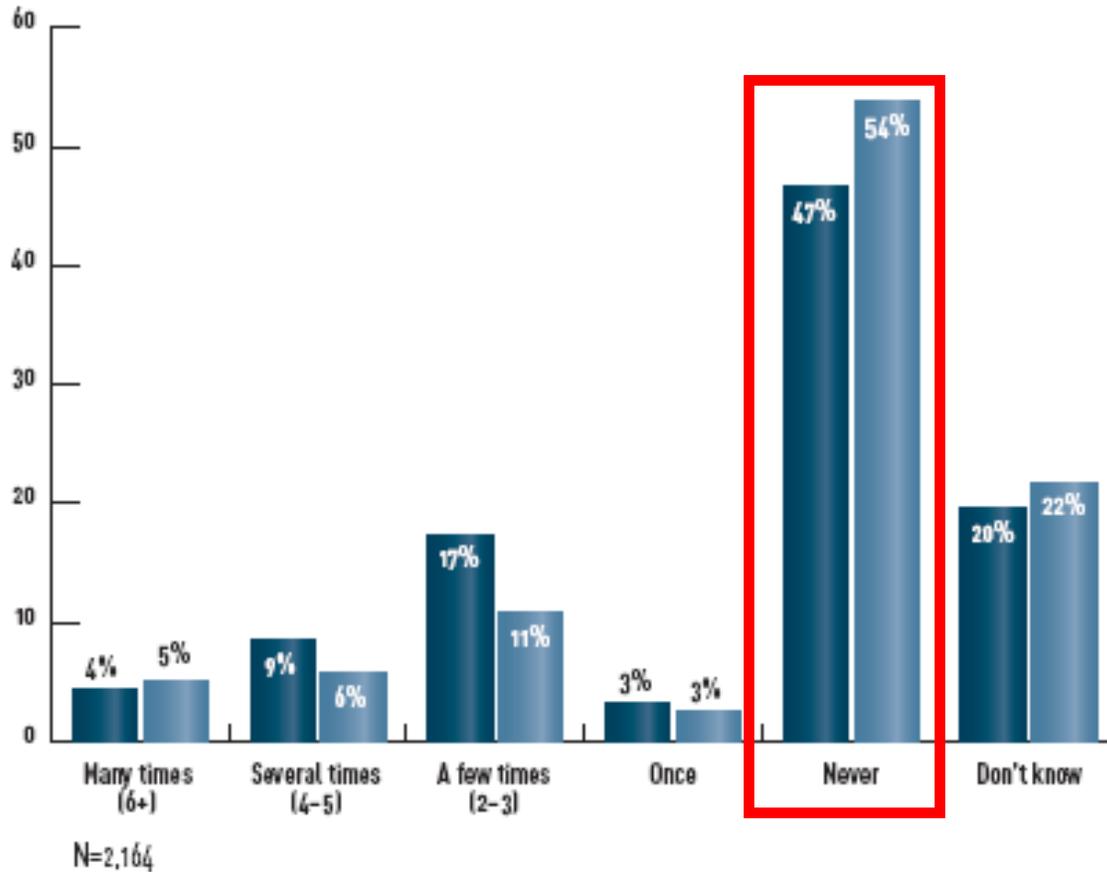
N=2,164

Yale Project on Climate Change and the George Mason University Center for Climate Change Communication, 2008

Figure 14: Consumer Activism

Over the past 12 months, how many times have you done these things?

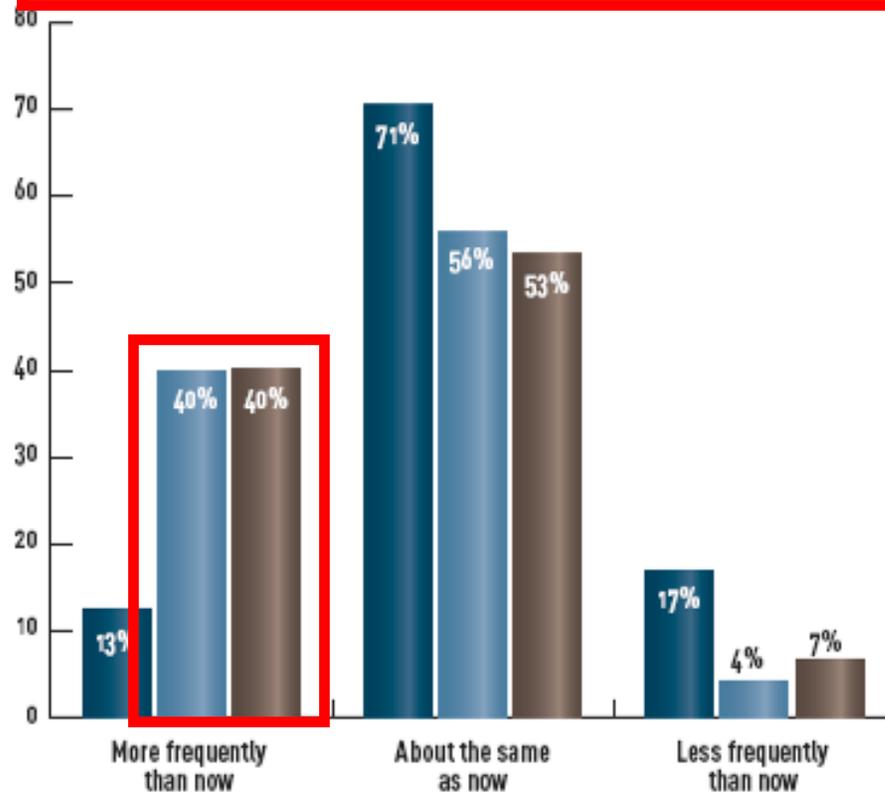
- Rewarded companies that are taking steps to reduce global warming by buying their products.
- Punished companies that are opposing steps to reduce global warming by NOT buying their products.



Yale Project on Climate Change and the George Mason University Center for Climate Change Communication, 2008

Figure 15: Activism Intentions over the Next Twelve Months

- Write letters, email, or phone government officials to urge them to take action to reduce global warming
- Buy the products of companies that are taking steps to reduce global warming
- Punish companies that are opposing steps to reduce global warming by NOT buying their products



Yale Project on Climate Change and the George Mason University Center for Climate Change Communication, 2008

Green Marketing - an oxymoron?

Marketing – encourages consumption

Green – reduces consumption to:

- conserve resources
- reduce emissions
- minimize waste
- preserve the environment

“Green marketing is about making (breakthrough) green stuff seem normal – and not about making normal stuff seem green.”

- John Grant, *The Green Marketing Manifesto*

Goals of green marketing

- Increase market share for greener products and businesses
- Facilitate greening companies
- Promote greener behaviors

Greenwash

The act of misleading consumers regarding the environmental practices of a company or the environmental benefits of a product or service.

- Greenpeace & Terrachoice



SEVEN
THE ~~SIX~~ SINS
OF GREENWASHING™



Environmental Claims in Consumer Markets
Summary Report: North America
April 2009





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SUSTAINABLE MOBILITY

Green. That's how we'd like the world to be. As an environmental leader, Toyota does more than meet industry standards - we seek to raise them. Along with our **partners**, we're working toward a future where a wide range of **innovative vehicle and fuel technologies** and **infrastructures** converge to create an economically vibrant, mobile society in harmony with the environment.

Based on The Toyota Way, our environmental commitment is a way of life, extending across all of our operations and through the full life cycle of our products. Through our strategy of sustainable mobility, we are developing and managing vehicles and technologies through their "life-cycle assessment" footprint so that we deliver the right vehicle, at the right time.

We invite you to explore the many aspects of our commitment to sustainable mobility. View our most recent **environment report**.

- [Hybrids](#)
- [Operations](#)
- [Urban Design](#)

- [Innovation](#)
- [Partnerships](#)



Authenticity & Transparency

- being actually and exactly what is claimed
- characterized by visibility or accessibility of information especially concerning business practices

Communication advice

The Five Simple Rules of Green Marketing – Jacquelyn Ottman

1. Knowing what's important to customers
2. Empowering them to feel they make a difference
3. Being transparent
4. Maintaining quality
5. Carefully evaluating price concerns

Communication advice

“Green Marketing Manifesto” – John Grant

1. Acknowledge the situation is new—explain why and how
2. Get the substance right—be concrete and transparent
3. Get your own people involved first
4. Report humbly on progress
5. Speak when asked questions
6. Set ambitious, tough standards that are hard to follow
7. Let others tell the story

Just being green is not enough

People demand more...

CFL lightbulbs

Save money, last longer

Hybrid cars

Quiet ride, fewer fill-ups, status

Natural cleaners

Safety, peace of mind

Home efficiency upgrade

Comfort, savings.

Why go green?

- Increase revenues
- Reduce expenses
- Attract and retain top talent
- Stay ahead of regulations
- Spark innovation
- The right thing to do



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**Sustainable
Business
Management**