



# MARKINGO

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**GREEN  
MARKETING**

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## ROLE OF GREEN MARKETING AND ITS EFFECT ON CORPORATIONS

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The term "Green marketing" refers to the products that are manufactured without harming the environment, and the products' ingredients and packaging are good for the environment. Companies that use green marketing campaigns demonstrate that they care about the environment and are doing their part to save it. Apple and its well-known green marketing strategy is one such example.

***"IN 2019, APPLE INTRODUCED THE NEW MACBOOK AIR AND MACBOOK MINI. THEY MADE THE ANNOUNCEMENT THAT THESE PRODUCTS WERE MADE ENTIRELY OF RECYCLED ALUMINUM. FURTHERMORE, APPLE USES MATERIALS AND CHEMICALS IN ITS PRODUCTS THAT ARE NOT ONLY SAFE FOR THE USER BUT ALSO SAFE FOR THE ENVIRONMENT"***

Major corporations want to minimize the negative effect of industrial wastes on our environment by encouraging green products. Going green allows them to gain customer trust and loyalty while also helping them stand out in the competitive space, save non-renewable energy and resources, reduce carbon footprint, improve credibility, and long-term economic expansion, new demographic segments, implement and encourage innovative ideas in the organization, and thus generate more revenue.



*"Haier announced its green initiative "Eco Life" in India as part of its global re-branding exercise aimed at designing innovative devices that satisfy customers and conform to environmental standards. Haier's "Eco Life" initiative creates more energy-efficient, cutting-edge products and encourages customers to live environmentally responsible lifestyles."*

## MARKETING AND ETHICAL CONSUMERISM

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In the economic sense, green marketing refers to all efforts that contribute to the development, marketing, and promotion of products and services that have a lower environmental impact than market alternatives.

*The goal is to construct product manufacturing, advertising, and use stages in such a way that consumers will choose a conscious alternative.*



Indeed, the long-term goal of green marketing is to modify lifestyles and upgrade consumption by making the ecological alternative popular and acceptable, making green products and services appealing and desired.

Greenwashing, on the other hand, is an attempt to appear "green" in regular economic activities. *Greenwashing is when a firm promotes positive environmental ideas that aren't genuinely part of its values. It comprises constructing a company's image to hide the company's severely negative environmental impact.*

The worsening of global environmental problems, ranging from the high presence of plastic in the world's seas and oceans to global warming, raw material consumption, and waste disposal, has prompted international bodies, as well as businesses and individual consumers, to reconsider their habits, particularly in the production field.

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In reality, more and more companies are developing their own products. Environmental sustainability is a company strategy established to meet the demands of increasingly knowledgeable consumers, ethical concerns, and a more severe legislative framework on these matters

## CASE STUDY - STARBUCKS AND THEIR GREEN MARKETING EFFORTS

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Founded in the year 1971 as a resident coffee retailer by Jerry Baldwin, Gordon Bowker, and Zev Siegel, Starbucks, today is one of the world’s largest coffee maker chains with its origins in Seattle and approximately 32,660 stores operational in 78 countries. As a business grounded in a mission to motivate and raise the human spirit and have a lasting positive impact on people and communities around the world, 20 years ago, they made a promise to account clearly and frequently for their efforts to minimize environmental footprint, maintaining and enhancing environment-friendly activities.

Very recently Starbucks decided to have a plant-based beverage launch like coconut-based shakes, oat milk, meat substitutes, etc. Growing its plant-based menu worldwide both in-store and digitally is one of the ways they are pursuing its carbon reduction goal.



In the year 2019-2020 they were able to account for an **11% reduction in carbon emissions, 4% water reduction, and 12% reduction in waste against their 2030 waste, carbon, and water goal.** They are also managing waste from cups and straws, and straw less lids in their cups and intend to develop 100% compostable and biodegradable hot cups by the end of 2022-23 also eliminating plastic straws by the end of 2023.

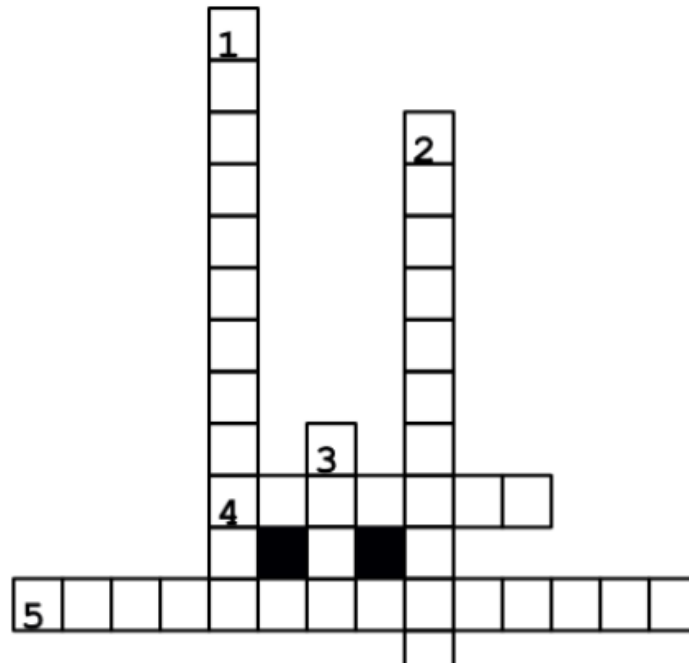
In California, they launched the company’s first next-generation on-site solar store, and have also entered into a Virtual Power Purchase Agreement (VPPA) that will provide renewable energy for more than 550 of the stores with solar energy and utility scale batteries. In Washington state, the wind project is providing renewable energy to about 140 of our stores and our Kent Roasting Plant.



***Later in the year, 2020 Starbucks tripled the number of green-certified stores with improving standards, such as energy efficiency and recycling, thanks in part to their partners’ for their rising interest and motivation surrounding green marketing.***

### CROSSWORD

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### ACROSS

- 1. Environmentally-friendly practices, aiming at reducing greenhouse gases by 50 percent by 2025.
- 2. The practice of reducing environmental waste in every section of your business using a management-led approach.

### DOWN

- 3. Service through which customers can support a greater level of investment by their electric utility in renewable energy technologies.
- 4. The creation of products that are energy-efficient, flexible in use, and designed for long life or reuse.
- 5. Ninety percent of its buildings have solar panels, it uses wind farms to generate energy, and it has planted millions of trees while sending only 15 percent of waste to landfills

### ANSWERS

Across:  
 1. Hershey  
 2. Waste Reduction  
 Down:  
 3. OECD  
 4. Green Designing  
 5. IKEA