

ERSCP 2012: Workshop Design Sheet

Title of Workshop *

Communication and marketing of sustainable products

Subtitle

Green marketing approaches

Objectives

The aim of the workshop will be to debate about sustainable products' introduction in the market and the challenges of increasing their attractiveness among the consumers through the exchange of successful experiences.

Short Description of Workshop Outline (max. 2000 characters) *

The forms and methods used for sustainability communication are multiple, as are the goals pursued and the tools employed by companies or public institutions in this field. In the case of company communications, at least four areas of practice can be distinguished, differing mainly in terms of strategic objectives: corporate communication (development of a company/brand image or reputation) intended to convey a responsible or civic image of the company, green marketing (product communication), social marketing (encouraging consumers to behave responsibly) and responsible marketing (codes of conduct for communication).

In this sense, "green marketing" encompasses all communication operations undertaken to promote a product on the basis of its environmental properties, or of its social qualities: giving consumers the feeling that they are acting in a civic, responsible manner by making the purchase.

The challenge is that consumers are able to identify environmentally friendly products and the efforts made by companies to be greener through the communication and marketing actions.

The latest data from the Eurobarometer survey (2011) shows that 72% of the Europeans would be ready to buy environmentally friendly products even if they cost a little bit more. Nevertheless, 48% of the Europeans states that they are not able to identify according to the product labeling those products that are genuinely environmentally friendly.

In this sense many consumers say they are prepared to incorporate ethical considerations into their buying decisions and consumption behavior generally, nevertheless, the communication strategies such as labeling not achieve the desired success. This evidence generates many doubts and questions regarding companies' communication strategies: which are the customers expectancies? is the message understood? are being used the best channels?

The workshop deals about companies communication strategies and consumers behaviour. The workshop moderators will promote debate among the participants companies regarding the challenges that are facing on communication strategies through the exchange of successful experiences and with the ultimate aim of generating collaborative environment among the participants

Expected Outcomes and Results

- Exchange of green marketing experiences
- Debate in common about the challenges that companies face regarding their sustainable products introduction in the market
- Kind of collaboration commitment between companies