

GREEN SKILLS CAPSTONE PROJECT PROPOSAL

Project Title: Digital Marketing for Sustainability: Unilever UK's Capstone Initiative

For: Unilever UK - Leading Sustainability in Consumer Goods

Project Overview:

Being in the AI and Data Space, I am amazed by the topic of sustainability in tech. In this case study I reflect on my teachings which taught me what green digital skills are and how they can be implemented. I looked at companies throughout Ireland and the U.K and was impressed by Unilever UK's commitment to sustainability.

Unilever UK, as a market leader in sustainability, has demonstrated an evident commitment to environmental safety. The "Digital Marketing for Sustainability" capstone project is designed to equip participants with an in-depth understanding of how digital marketing strategies can be leveraged to support and promote sustainable practices in the fast-moving consumer sector.

These are Unilever's Key values:

Sustainability and Environmental Responsibility: Unilever is deeply committed to reducing its environmental impact and promoting sustainable living. This encompasses efforts in sustainable sourcing, reducing carbon footprint, waste management, and water conservation.

Integrity and Transparency: The company emphasizes conducting business with honesty, transparency, and a high ethical standard. This includes responsible dealings with stakeholders and adherence to ethical business practices.

Consumer Centricity and Innovation: Unilever focuses on understanding and fulfilling consumer needs, driving innovation in product development and business processes to meet these needs and adapt to changing market dynamics.

Project Proposal: Improving Green Digital Skills in Product Marketing

Project Objectives:

Skill Development:

- Offer training on sustainable digital marketing aligned with Unilever UK's sustainable living plan.
- Cultivate an environment around creating low-impact digital marketing campaigns, using tools and methodologies employed by Unilever UK. Aiming to avoid carbon emission where possible.

Integration of Sustainability:

- Explore ways to seamlessly integrate sustainability principles into all areas of digital marketing, with a focus on Unilever UK's product lines.
- Analyse and discuss Unilever UK's successful sustainable campaigns and conclude on the best practices applicable across the industry.

Tools and Technologies:

- Engage with digital tools and analytics platforms that aid in designing and tracking sustainable campaigns.
- Create practical experiences with carbon footprint calculators and life-cycle assessment tools used for assessing product impacts.

Methodology:

Interactive Workshops:

- Workshops on sustainable content creation, ethical advertising, and green influencer marketing, following guidelines provided for such practices.
- Discuss the implementation of Unilever's five levers of change and their application in digital marketing strategies.

Guest Speakers:

- Engage with Unilever UK's marketing executives and sustainability officers to gain insights into the company's integrated approach to digital marketing and sustainability.

Project-Based Learning:

- Assign participants to develop digital marketing proposals for Unilever UK's sustainable product lines, fostering real-world problem-solving skills.
- Provide mentorship by Unilever UK professionals, ensuring alignment with the company's sustainability goals and marketing standards.

Outcome Evaluation:

- Implement assessments to record data on participants' understanding of Unilever UK's sustainability strategies within digital marketing contexts.
- Develop a portfolio showcasing participants' projects, to be evaluated by Unilever UK's sustainability and marketing teams.

Impact:

- Enhance participants' employability with a skill set that meets the demands of sustainable business practices, as championed by Unilever UK.
- Drive innovation in sustainability through digital channels, contributing to Unilever UK's mission of making sustainable living commonplace.

Budget:

- Detailed budgeting for workshop materials, speaker fees, and project resources, in line with Unilever UK's financial guidelines for educational initiatives.

Implementation:

This proposal will be presented to Unilever UK's board, highlighting its potential to further the company's leadership in sustainable practices and digital innovation.

Written and researched by Angel Ariyibi. Including information found in the following sources:

https://www.unilever.com/Images/slp-5-levers-for-change_tcm244-409796_en.pdf

<https://www.unilever.com/planet-and-society/climate-action/strategy-and-goals/>

<https://www.unilever.com/planet-and-society/sustainability-reporting-centre/sustainable-development-goals/>

<https://www.unilever.co.uk/planet-and-society/actions-were-taking-in-the-uk-ireland/>

<https://www.unilever.co.uk/planet-and-society/>