**Marketing 3.0**

Motivation of different actors

Both Investors and Distributors promote the cause of environment through commerce, while Innovators produce green products. Distributors (sellers-resellers) act in niches of market, while Investors act in mass markets. In order to create impact, it’s necessary that all three types exist in market. Resellers start process in order to get competitive advantage as ecologists. This movement has contributed to formation of public opinion in regard to environment. In the meanwhile, Distributors (Resellers) as Whole Food Market will get more time in order to sell green products in popular market. Without influence of Investors as Wal-Mart, green products will remain exclusively in one single niche of market. Distributors also need Innovators to supply to them green innovative products.