**Marketing 3.0**

Apart from success in reduction of pollution, DuPont has also integrated sustainability as obligation of operation, but also as important model of business. The highest inspiration is that 5 billion USD, from his 29 billion USD comes from factoring of sustainable products; green (ecological) products and products saving energy. DuPont followed mission not only to reduce problems of environment, by identifying harmful actions within company, but also create products that won’t harm environment in the future. As one of executives of DuPont said: ‘’My group knows when to come to my office with the concept of new product, and it’s better that these products favor environment, or they’ll be rejected right away. Because the one (except if not) does not have ears, should be able to talk!..’’