**Marketing 3.0**

**The Innovator : the case of DuPont**

In DuPont, a company of chemical products, founded more than two centuries ago, was transformed, becoming from a major polluter of United States to a company of ecology protecting green. Inventor of nylon, Dracon, Lucite, Kevlan, Corian, Tyvek, Teflon and from chemistry of polymer, changing life of humans for ever, creating also clorofluorocarbon, to which, hole of ozone in Antarctica is due. Today, the company is one of the biggest powers of USA Climate Action Partnership (USCAP), that requested the issue of a law thanking companies for using methods of low cost in order to reduce gas emissions from houses. In this same DuPont gas emissions were reduced by 72% from 1990 -2003, and the goal is to reduce the rest 15% till 2015.