**Marketing 3.0**

For Innovators, innovation to handle sustainable products, that are able to save environment is the major reason for existing. This aspect has changed its mission. Innovator embraces what Walley and Whitehead declared in an article for Harvard Business Review. ‘’It’s Not Easy being Green?’’ : ‘’Be green…is a catalyst of Innovation.

**Investor : the case-of-Walmart**

There is also a current change of the biggest selling company of the world. Wal-Mart. Previously known for its lack of responsibility in relation to its social and environmental engagement, Walmart was never considered as a good company. It was criticized many times for its low salaries and for its ignorance of problems of environment. Robert Greenwald produced a film with title ‘’Walmart’’: The high cost of low price. In the film there’s a part presenting an activist who comments on company and says that he has never met such an ignorant company as Wal-Mart. The company kept being ignorant even when this attitude cost it millions of dollars of penalties for abuse of environment.