**Marketing 3.0**

The Investors are companies who finance projects of research (generally realized by Innovators)in external companies or in their own companies. For example : Wal-Mart invested US$500 million in 2005, so that its shops use less energy, and cars emit less poisonous gases. More concretely, as Investor, Wal-Mart calculated costs, benefits and risks before they make investment. Others who belong to group of Investors are Goldman Sachs and Hewlett Packard. Some fabricants are starting also to invest in reduced emissions of gases from their fabrics, reduce use of energy in shops and computers etc.

Investor won’t risk much in trials to save environment as Innovator, as ecology is not the main mission of his company. In the meantime Investors share the vision of a green and more sustainable world. Apart from searching financial returns, Investor also seeks returns in other sources- a better image, increase of value of brand, free from pressure from parties of defence and ecology protection and sale of green products, in order to bear demand of market, are only examples. Besides this, they don’t act directly in business of innovative product, Investors contribute enough, by providing financial resources to projects that do not destroy environment.